



FESTIVAL CAMPAIGN MANAGER JOB PACK

StAnza International Poetry Festival is looking for a skilled and creative communicator with a passion for literature and experience in traditional and digital marketing & communications.

The Festival Campaign Manager will play a pivotal role in the successful delivery of StAnza's annual international poetry festival, developing and delivering an effective and engaging promotional campaign that furthers our reach and consistently engages with our audience.

The successful candidate will be innovative, effective and have a broad skills base; able to work efficiently and independently, as well as enjoying being part of a small, supportive team.

ROLE DETAILS

Reporting to	Executive Producer
Contract type	9 months (August 2025 – April 2026) fixed-term, freelance. Renewable subject to performance.
Working days	62 days total, averaging 1 to 2 days per week, dependent upon the needs of the business. The nature of this position requires flexible working.
Rate of pay	£8,700 total contract fee (£145 per day).
Base	Remotely from home, with regular travel to Edinburgh and St Andrews to meet with staff, committees and partners.

HOW TO APPLY

Deadline: 10.00am Friday 4th July 2025.

Apply via: email to stanza@stanzapoetry.org, with 'Campaign Manager' in the subject line.

To apply for the post, please submit:

- An up-to-date CV
- 3 examples of your work that demonstrate your skills. This could be sample press releases, social media content, press articles, strategy documents, or other campaign materials that you've created.
- A covering letter (no longer than 2 sides of A4) *or* a video (mp4 format - no longer than 5 minutes) detailing your experience and suitability for the role, with consideration to the person specification and responsibilities.

We're not looking for an academic essay; instead, we'd like to get to know you. Tell us who you are, what your skills are and how you'd approach developing an effective campaign for the next StAnza festival.

Please also ensure that you complete our **Equality & Diversity Monitoring Form** which can be found here: <https://form.jotform.com/222633708864058>

For an initial confidential and informal conversation about the role, please contact the Executive Producer, Suzie Kirk Dumitru: suzie.kd@stanzapoetry.org

If the application options are not appropriate for you and you would like to discuss submitting an application in a different format, please email stanza@stanzapoetry.org and we will be happy to find a suitable alternative.

Interviews will be held on Zoom on Tuesday 8th and Wednesday 9th July.

Please let us know in your application if you are not able to attend on this date.

We encourage applications from all backgrounds and particularly welcome applications from people who are under-represented within the sector, including those from global majority backgrounds, people with disabilities, LGBTQIA+ applicants and those from a low socioeconomic background or requiring flexible working arrangements – and their intersections.

Application & Interview Process

StAnza is committed to ensuring a fair and transparent process in all its recruitment and to ensuring that no person is unfairly discriminated against in its selection policies and procedures.

The recruitment process is being led by the Executive Producer and Artistic Director. The **selection process** for interview candidates will be as follows:

- Applications received will be processed by a team member not involved in the shortlisting process, and anonymised where possible.
- Applications will be reviewed separately by no fewer than three members of staff/trustees against a predefined set of criteria drawn from the person specification and job description as detailed below.
- Those candidates who - by mutual agreement between the shortlisting panel - are found to most closely meet the criteria will be invited to attend an interview.

Unfortunately, due to very limited team capacity, we will not be able to provide feedback to applicants who are not shortlisted for interview.

Interviews will take place on Zoom on **Tuesday 8th and Wednesday 9th July** and will;

- last no longer than one hour;
- be led by a panel including the Executive Producer, Artistic Director and a StAnza trustee. Candidates will be given the names and details of the panel members in advance of the interview;
- comprise;
 - a short, informal discussion about the samples of work that you chose to submit;
 - a series of questions from the panel about your previous experience and about the role itself;
 - an opportunity for candidates to ask the panel any questions.

Candidates will be given guidance about the types of questions that will be asked in advance of the interview and a team member will be available to answer any questions about the process.

Second-round interviews might be scheduled, depending upon the outcomes of the first round, and will take the form of further detailed discussions about the role with a panel. There will not be a task or further preparation required, in this instance.

All interview candidates will be **informed of the outcome of their interview within 5 working days** after the interview date and will be able to request feedback from one of the panel.

If you have any access needs at application or interview stage, please let us know by emailing stanza@stanzapoetry.org and we will be happy to support you in the process.

Data Protection

Your application and any associated personal information will be stored and processed in accordance with our Privacy Policy and destroyed after six months.

Equality & Diversity Monitoring Forms are submitted anonymously and are not associated with your application. The anonymised data is aggregated for monitoring and reporting purposes.

If you are contracted to work with us, the personal information you supply will be kept securely in line with our policies and statutory requirements.

We look forward to receiving your application and thank you for your interest in
StAnza, Scotland's international poetry festival.



JOB DESCRIPTION

Background & Mission

StAnza: Scotland's International Poetry Festival celebrates and explores the relevance and importance of poetry and its dynamic relationship with other art forms, in Scotland and beyond. We do this through an annual international poetry festival, supported by a year-round programme of events and outreach projects, all focused on increasing opportunities for Scotland's communities – particularly those in Fife – to access high-quality arts provision. The longest-running poetry festival in Scotland, StAnza has become one of the country's most well-respected literary organisations over the past 27 years, with international reach and significance.

StAnza's annual festival takes place in St Andrews for one weekend each March, bringing together poets, musicians, artists and literary enthusiasts from across Scotland and beyond for a multi-disciplinary programme of readings, performances, discussions, workshops, exhibitions, concerts and more. We've built a reputation as one of the most important platforms for poetry in the UK, attracting some of the world's best-known writers, whilst nurturing new and emerging artists.

As one of the only cultural events of its kind in the region, the festival provides audiences with the very best events that the literary sector has to offer – with a focus on inclusivity, community and innovation across our programme.

“I always feel the year begins with StAnza” – Audience Member 2025

Purpose of the Role

- To plan and deliver a cohesive and consistent promotional campaign for StAnza’s 2026 festival across print and digital platforms, building upon the work done in past years, with a focus on audience development and engagement;
- To ensure a strong, consistent brand and identity for the organisation across all publicity;
- To work collaboratively with the small core team on the delivery of marketing activities across all projects within the contract period;
- To actively advocate for StAnza and its work across the sector.

Responsibilities

Strategy & Management

- Develop a communications and marketing strategy / campaign for the annual festival and associated activities, utilising contemporary and traditional print and digital means;
- Closely manage the festival marketing budget, reporting regularly to the Executive Producer;
- Supervise volunteers in marketing roles during the Festival (i.e. social media content creators, photographers).

Content creation & engagement

- Create and distribute unique and arresting social media and newsletter content, with a view to increasing engagement and reaching new audiences;
- Manage the company’s social media channels and mailing list;
- Design, create and distribute both print and digital marketing materials;

- Set and meet stakeholder digital engagement targets;
- Maintain and update the company's website with campaign content, as required;
- To assist with the promotion of the organisation's Supporters' Scheme as part of the festival campaign;
- To track and analyse marketing and engagement data, compiling summary reports as required by the Executive Producer.

Media & Brand

- Ensure comprehensive festival media coverage by appropriate press and media outlets as part of the promotional campaign, as well as of the festival itself;
- Research, write and issue press releases, media articles and other communications as appropriate;
- Create and manage advert distribution, supported by the Assistant Producer;
- Supported by the Assistant Producer, oversee external suppliers such as freelancers, content contributors, print agencies and photographers to help deliver the organisation's marketing objectives;
- Evolve and update the organisation's branding, ensuring a consistent visual identity and 'voice' across all public communications;
- To ensure adherence to the organisation's style guide across all communications.

Team contribution

- Participate in weekly team meetings in the months leading up to the festival;
- Maintain an up-to-date knowledge of the sector and ensure that the organisation remains present in relevant public discourse.

This list of responsibilities is not exhaustive and the Festival Campaign Manager may be required to perform duties outside of this as operationally required.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Education & Qualification		A marketing or communication qualification, HND or above
Experience, Knowledge and Expertise	At least 3 years' experience working in a similar or related role: whether in a professional, voluntary or educational capacity	Experience in a supervisory role: whether of volunteers, or paid staff, in a professional, voluntary or educational capacity
	Experience in writing original and engaging copy to tight deadlines, including newsletters and press releases	
	Demonstrable extensive knowledge of social media platforms, and best practice in digital engagement	Experience in engagement analytics, and reporting on same.
	Experience in creating engaging video and visual content for digital distribution (access to video/audio recording equipment would be advantageous)	Skills and experience in graphic design utilising software including InDesign and Canva

	Working knowledge of Scottish broadcast and press media landscape	
	Demonstrable experience liaising with external agencies/contractors, such as print agencies and photographers	Strong numerical skills, with experience of managing a budget (up to £20,000) in any capacity
	Strong IT skills, with a working knowledge of Microsoft Office and online document sharing platforms	
Personal attributes	Excellent written and oral communication, and interpersonal skills	Knowledge of, and an active interest in, the Scottish arts and cultural scene
	Ability to work independently and as part of a team	
	An enthusiasm and ability to think creatively and innovate	
	Ability to manage and plan your own workload and time	
	A demonstrable commitment to the values and enactment of equality, diversity and inclusivity	