



## **The Festival**

The Edinburgh International Festival is an unparalleled celebration of the performing arts and an annual meeting point for peoples of all nations.

*Our vision* is simple: to provide the deepest experience of the highest quality art for the broadest possible audience.

*Our mission:* We exist to promote the exchange of ideas and deepen understanding between cultures through a global celebration of exceptional performing arts.

## **Our Organisational Values**

*Enriching:* We want each person to find fulfilment and satisfaction in their work and workplace. We demonstrate flexibility, express gratitude, foster a culture of learning, and rely on teamwork.

*Professional:* We strive for excellence, not perfection. We act with integrity and accountability and expect the same from those with whom we work.

*Inclusive:* We welcome different perspectives and encourage healthy debate and discussion. We acknowledge that we might not always agree and are *a stronger organisation because of our differences*.

*Curious:* We are innovative and creative. We encourage evolution, embed a growth mindset, embrace experimentation, and learn from the world around us



**Job Title:** Senior Editor

**Reports to:** Head of Brand & Campaigns with close working relationship to the Head of Music

**Team:** Audiences Team also working with Programming and Development Teams

### **About the Role**

To work with the Audiences and Programming Teams to ensure that the marketing, reporting and contextualising materials we produce across printed and digital outlets best represents the artists and artworks we present (particularly in classical music) and the distinctive audience experience we want to offer. The role will have a particular focus on delivering all the contextualising materials for Festival 2026.

To champion a clear and compelling voice for the International Festival. To write and copy edit narrative text across marketing, editorial and speeches. To commission, brief and edit the work of other contributing writers.

### **Job Responsibilities and Deliverables**

- In consultation with the Audiences and Programming Teams to lead in developing how we describe, illuminate and contextualise the artists and artworks we present, with special emphasis on classical music, including:
- General editorial oversight:
  - advising on concert/event titles
  - writing, copyediting and commissioning marketing copy across our website and campaign materials
  - advising on image, video and music selection in campaign content
  - input into key speeches
- Editorial oversight and delivery of contextualisation materials:
  - In collaboration with the Audiences and Programming teams, lead on developing a suite of contextualising materials for the programme to ensure that audiences have all the essential information to enjoy the performance,

as well as tailored deeper insights to more fully engage in the show, in line with our commitment to a distinctive audience experience, including:

- planning, commissioning, writing and editing content and copy of our keepsake freesheets, souvenir programmes, web essays and blogs, audio introductions etc.
  - briefing and checking surtitle content
  - input into artist briefing for pre- or post-show talks and in-concert presentation moments
  - input into bespoke interpretation for distinct event formats e.g. dementia-friendly concerts, family concerts, schools programme, Inside Out etc.
  - input into front of house displays that provide further context to performances or the Festival theme
  - advising on content and assisting with copy & editing for pre- and post-show communications
  - Working closely with the Publications Manager ensure the timely delivery of printed and digital materials
- 
- To champion a clear and compelling brand voice for the International Festival
  - To contribute to the Festival's brand toolkit, developing the tone of voice guidelines and coaching and training staff to write and edit text accordingly
  - To work with the Brand & Campaigns and Communications & Digital teams, as well as relevant external agencies/freelancers, to write and copy edit consistent and effective copy and key messages for all channels and media
  - To write and copy edit compelling narratives for key pieces of stakeholder-focused communications such as the Annual Review and Annual Accounts with guidance from the Executive Office, Development, Programme and Finance Teams.
  - To commission, brief and review the work of freelance writers and editors, working within agreed budgets and timescales, and ensuring that an excellent and diverse range of voices and perspectives are contributing to Festival content



- To task manage a project team to deliver our contextualising materials including permanent and temporary staff.
- To represent the Edinburgh International Festival at public events as required
- To contribute to cross-organisational projects

### **Skills Specification**

#### Required of all Employees

- High standard of written and verbal communication, with demonstrable ability to communicate effectively and professionally, in both written and verbal format
- Proven analytical skills; able to maintain and add to accurate budget records, and (where a role requires) managing team budget
- Manage workload and deadlines, in a way that prioritises successful delivery of individual and team objectives/projects (Time management and organisation)
- Effective interpersonal and collaboration ability; able to build rapport and work in a team with colleagues and across the organisation (Interpersonal and collaboration skills)
- Comprehensive, fast and accurate IT skills in Microsoft Word, outlook, Excel and PowerPoint
- Passion for the performing arts, specifically our core genres of music, theatre, opera and dance.

#### Essential for the Role

- At least 5 years' experience as a professional writer with outstanding written communications skills
- Outstanding proofing and editing skills
- Knowledge of and sensitivity to the performing arts
- Thorough and demonstrable classical music knowledge including the specific programming of the Edinburgh International Festival
- A personal commitment to both broadening audiences and offering greater depth of experience
- Experience of managing relationships with a broad range of stakeholders



- Experience working in a high-profile, busy and dynamic environment
- The confidence and patience to train, engage and inspire colleagues to apply a brand voice effectively in their work
- High level of attention to detail and 'follow-through'
- Sensitivity towards artworks, artists and the creative process
- Ability to work effectively in a team in a leading and management role
- Proven initiative and high levels of self-motivation, as well as the ability to work unsupervised
- Proven ability to work under pressure as well as plan and prioritise a busy workload

#### Desirable for the Role

- Knowledge of the UK cultural sector, its practices and supporters
- An interest in broader marketing and communications solutions
- An interest in broader customer service/audience experience practices
- Experience in audio production/broadcast
- Interest in the design and aesthetics of promotional materials
- Outstanding project management skills
- Experience in print management: from brief, through design, to proofing and delivery

#### **Terms and Conditions**

Working Days/Hours: Full Time 35 hours per week

Work Pattern: By agreement within standard office hours of 9.30 to 17.30, Monday to Friday. At peak times, and particularly immediately before and during the International Festival, it will be necessary to work outside standard hours and at weekends.

Working arrangements: We are located in Edinburgh, where all roles are based. To support flexibility we have a Smarter working policy, and are open to discussions as we move through the recruitment process, please do not hesitate to ask any questions.



Contract Type: FTC 3 March to 4 September 2026

Salary/Hourly Rate: £40,500-£44k pa pro rata

Please state a salary range, that is within one of our bands. Information on bands can be found in the [Staff Reward Policy](#).

Benefits: [EIF-Employee-Benefits.pdf](#)

As a result of the current immigration rules, these roles are not eligible under the Skilled Worker Route. Job applicants will be expected to provide evidence of right to work in the United Kingdom or be able to obtain such.