

**Scottish Comedy Agency - Whyte & Mackay Glasgow International Comedy Festival  
Digital Marketing Assistant**

**Temporary contract: start date tbc - April 2020**

**£10/ hour**

**HOURS**

**November 2019 - February 2020 - 35 hours/ week (5 days @ 10 - 5)**

**March - 40 hours per week + overtime during festival (14 - 31 March)**

**April – to be agreed**

**TO APPLY:**

Please submit an email with covering letter and CV outlining all relevant experience in relation to the job description which would make you suitable for the role.

Email to: Sarah Watson, Director [sarah@glasgowcomedyfestival.com](mailto:sarah@glasgowcomedyfestival.com)

**CLOSING DATE: Monday 14 October**

**Candidates who have been shortlisted for interview will be notified on Monday 14 October**

**Interviews will take place in Glasgow on Wednesday 16 October**

The Scottish Comedy Agency was formed in 2002 as a sister company of Salt 'n' Sauce Promotions Ltd, the firm which owns and runs the Stand Comedy Clubs in Edinburgh and Glasgow. The Scottish Comedy Agency organises tours, festivals and corporate events as well as providing an agency service to a range of client acts.

The Whyte & Mackay Glasgow International Comedy Festival is the agency's single biggest contract. It began in 2003 and has gone from strength to strength since then. In 2019 it comprised 520 events in 54 venues all over the city. 200,000 copies of the programme were produced and over 73,000 tickets were sold. The line up featured the best of contemporary UK and international stand up comedy, comedy drama performances, a programme of comedy film, free workshops and children's comedy.

**Digital Marketing Assistant - Job Description**

We are seeking someone with a strong background in digital marketing to implement the festival's online marketing, manage the festival's website and assist with the general marketing of the festival. The ideal candidate must be able to write concise, effective copy for online and print publications and have an excellent command of English. The post is temporary, start date is tbc until April 2020.

They will report to the Festival Director and assist them in the following areas:

1. Executing an effective social media campaign and play a key role in the festivals digital presence.
2. Web content management of [www.glasgowcomedyfestival.com](http://www.glasgowcomedyfestival.com) through our CMS system; including uploading of images, adverts, building show listings and developing blogs.

3. Regular monitoring and reporting of all online statistics, including a knowledge of SEO.
4. Produce concise, effective copy for marketing materials.
5. Research alternative digital avenues to promote the festival.
6. Maintaining databases of contacts, mailing lists, e-mail list and issuing regular updates to e-mail list.
7. Liaising with sponsors to fulfil online elements of agreements.
8. Liaise with press and media on promotions, competitions.
9. Collate images and copy from promoters to feature in comedy festival brochure.
10. Office administration including dealing with email and telephone enquiries.

**Skills required**

Experience in online marketing and website management is essential.

Must be proficient in the following IT packages: Excel, Access, Word, Outlook

Excellent copywriting skills, good communication skills both verbal and written are necessary.

A knowledge of comedy and the Glasgow arts scene is advantageous.