



# PUPPET ANIMATION SCOTLAND

## MARKETING & DEVELOPMENT MANAGER RECRUITMENT PACK



**Images from top left:** *Hopeful Monsters* by Hopeful Monster (Mihaela Bodlovic), *Oskar's Amazing Adventure* by Theatre Fideri Fidera, *VOID* by V/DA and Mhz (Elly White), *Invisible Lands* by Livsmedlet Theatre (Pernilla Lindgren)

Dear Applicant,

Thanks so much for your interest in applying to the role of Marketing & Development Manager with Puppet Animation Scotland. This pack should give you a bit more information about who we are and what we do, and about the position itself. There are also details below about the recruitment process, and about ways to further connect with our work and our team before you apply.

If after reading this pack you are keen to apply for the post, please email Heidi on the contact address below with the following:

- An up-to-date CV (no more than 3 pages) titled 'Your Name CV'
- A cover letter (no more than 2 pages) titled 'Your Name Cover Letter' detailing:
  - Your professional background, skills and experience with reference to the essential and desirable criteria in the job description below
  - Why you are interested in joining the Puppet Animation Scotland team and what you feel you could bring to the role
  - Anything else that you would like us to know
- An equalities and diversity monitoring form; please complete by following [this link](#).

Please send your application by email to: [info@puppetanimation.org](mailto:info@puppetanimation.org) with the subject line 'Marketing & Development Manager Applicant – Your Name'. You must send in your application by **17 August at 9am**. We'll let you know when we've received it.

Please do contact us on the email address above if you have any questions, and we really hope to hear from you soon.

With best wishes,



**Dawn Taylor**  
Artistic Director & CEO  
Puppet Animation Scotland

## Puppet Animation Scotland

Founded in 1984, Puppet Animation Scotland champions puppetry, visual theatre and animated film in Scotland and internationally. We have a commitment to develop, support and present these artforms and the artists that work in these fields. We produce the celebrated annual international festival MANIPULATE, presenting boundary-pushing visual theatre and animated film from Scotland and around the world; along with our annual festival for families, Puppet Animation Festival, which is the UK's oldest and largest annual festival for children and their families, celebrating its 38th anniversary in 2021.

Puppet Animation Scotland also provides year-round networking opportunities, funding opportunities, practical advice, support and encouragement to all artists working with puppetry, visual theatre and animated film. We promote and celebrate these art forms as valued art forms integral to Scotland's rich and diverse cultural life. Since the year 2000, Scottish puppetry companies have presented their work to over 1,850,000 people throughout the UK. We are based in Edinburgh but we have a national remit and regularly work across the length and breadth of Scotland, and beyond.



*A Wire Apart* by Paper Doll Militia (Elly White)

### MANIPULATE Festival

MANIPULATE Festival presents the very best of Scottish and international puppetry, visual theatre and animated film for adult audiences in Edinburgh and beyond. Taking place in February every year, the festival aims to engage and challenge our audiences with high-quality visually led work which pushes boundaries, plays with form and challenges perceptions.

By bringing together the very best puppetry, visual theatre and animated film from across the globe with work which has been developed here in Scotland, we aim to spark opportunities for artistic exchange and to offer our audiences a diverse palette of rich visually led work. The festival is also a great chance for artists to come together and exchange ideas and share practice.

### Puppet Animation Festival

The Puppet Animation Festival is the UK's longest running event for children and their families, celebrating its 38th anniversary in 2021. The aim of the festival is to bring accessible and quality puppetry, animated films and workshops to families in every corner of Scotland, from city centre theatres and arts spaces to volunteer-run, remote rural village halls.

We aim to reach as broad and diverse an audience as we possibly can each year, with artists travelling the length and breadth of the country, or in 2021 presenting an online programme. Since 2000 over 250,000 people have attended puppetry and film performances, and participated in workshops at Puppet Animation Festival.



*Conan and the Dragon* by Yugen Puppet Theatre (Elly White)



*Shadowbird (Snapshots)* by Mary & David Grieve (Mayanne Soret)

## Artist Development and Support

A key tenet of Puppet Animation Scotland's work is the support of independent artistic practice. We do this in a number of ways including our Creative Fund to which animators, puppeteers and visual theatre makers can apply to develop an exciting new idea or hone their skills. We also run a Puppeteer in Residence programme offering a puppeteer the chance to be embedded in the organisation and focus intensively on the development of their practice.

We also run bespoke artist development projects each year, such as a cultural exchange programme between Scotland and Pakistan in 2018, a residency at Festival Mondial des Théâtres De Marionnettes in Charleville-Mézières in 2019 and a collaboration with Festival de Castiliers between Montreal and Scotland in 2020.

## Engagement and Outreach

An area of our work that has been gradually growing over the last few years is the applied practice of these artforms in community or therapeutic settings. Puppetry and animation are incredible tools for communication, connection and engagement. Our Puppetry and Emotional Resilience programme, led by puppeteer Ailie Findlay, uses puppetry in schools to help children develop confidence in their social and emotional communication. Our linked Back to School project, aimed at helping children return to school after the Covid-19 lockdown, was nominated for the Achates Prize.

2021 will see the pilot of our AnimATE Project, engaging a community for a full day in the creation of a collaborative animated film and a collaborative prepared meal.



Emotional Resilience Project by Ailie Findlay and Puppet Animation Scotland

## What is it like to work at Puppet Animation Scotland?

Puppet Animation Scotland is a small, close-knit team working to a tight annual budget to achieve a lot. As a festival organisation, the annual calendar is relatively fixed and determines the nature of the work at each moment. In the summer months we are usually quieter, focusing on planning, strategy, admin and artist development. As Autumn progresses, we begin to get slowly busier with marketing and comms activity related to the launch of the festivals.

We usually take a good break over Christmas as the following months are busy. January/February is our MANIPULATE Festival and March/April is our Puppet Animation Festival. Some weeks during this period there can be slightly longer work hours to cover the festival dates, and we tend to take a little less annual leave during this time.

We are based out of a small office with lots of natural light at Summerhall in Edinburgh – during festivals we will usually work from there, but outside of these times we can support a balance between office work and some home working. We also work flexibly wherever we can to accommodate individual responsibilities at home. We are a very passionate and committed team, and whilst everyone has their own clear remit sometimes at busy moments we all pitch in to support each other. Some of the things that are most important to us are openness, collaboration, wellbeing and communication, and we really value the friendly and relaxed atmosphere in our team.

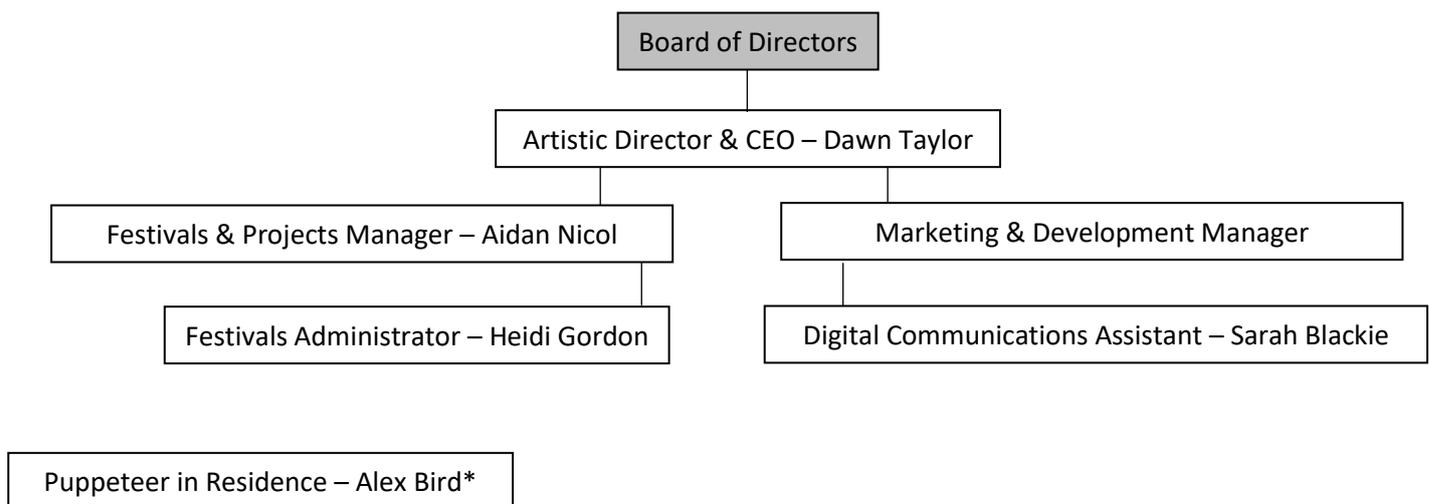
## Staff and Board of Directors



The staff team at Puppet Animation Scotland consists of two full-time, two part-time and one freelance team member. You can see who's currently on our staff team and board on the 'Who We Are' section of our website [here](#), and there is further demographic detail about the makeup of our staff and board [here](#).

Our current Artistic Director & CEO, Dawn Taylor, has been in post since August 2020, before which Simon Hart ran the organisation for over 25 years. Our Festivals & Projects Manager Aidan Nicol joined us in July 2021. It is therefore an exciting and pivotal moment of change for our team, against a backdrop of wider social and cultural shifts, and there will be a key role for the Marketing & Development Manager in helping the team to develop our business model to adapt to the changing plans for the organisation's future.

Here is the staff structure in our organisation:



\*This role is freelance and reports to the AD & CEO

Image: *Invisible Lands* by Livsmedlet Theatre (Pernilla Lindgren)

## Marketing & Development Manager – Role Outline

**Job Title:** Marketing & Development Manager

**Reports to:** Artistic Director & CEO

**Hours:** Full time, 35 hours per week (job share may be considered for this post)

**Contract type:** Fixed term 1 year\*

**Salary:** £26000-27500

**Location:** Central Edinburgh with some home working possible

The Marketing & Development Manager is a new position in the Puppet Animation Scotland team, with lead management responsibility for both communications and fundraising across the portfolio of our work. As it is a small organisation the role has a broad focus and requires creativity, passion, rigour, innovative thinking and attention to detail. It would suit a candidate who is a strategic thinker and confident communicator, with a background in communications or development and experience of engaging a wide range of stakeholders. The purpose of the role is to work with the Puppet Animation Scotland team to raise the profile of the organisation, generate revenue to support our work, engage diverse stakeholders with our mission, and to play a key role in realising our aim to champion, develop and promote puppetry, visual theatre and animated film in Scotland.

\*This role has been funded for 1 year through the Scottish Government's Adapt and Thrive Programme. It is our intention to continue with the position beyond the scope of this contract, subject to the success of our fundraising efforts and other business development activity planned for the coming year.

### Duties and Responsibilities

The Marketing & Development Manager role is broadly split into two key areas, broadly split into 3 days/week marketing and 2 days/week fundraising. This list of duties is indicative rather than exhaustive:

#### Marketing and Communications

- Work with the Artistic Director & CEO to develop marketing, branding and audience development strategies and lead the team to work to the strategies throughout the year.
- Relationship management with media partners and press teams, ensuring cohesion with internal campaign.
- Oversee and contribute to the creation of the festivals' promotional materials.
- Set-up and run box office management procedures and ticket allocations.
- Organise, capture and analyse audience, marketing research and other appropriate data, developing strategies and reports for the effective use of this material to inform future marketing activity.
- Maintain a wide-ranging and up to date working knowledge of current arts marketing best practice through active membership of relevant arts marketing organisations and networks.

#### Fundraising

- Work with the Artistic Director & CEO to develop a fundraising strategy for the organisation.
- Research into potential funding sources, and development of a timetable of approaches across multiple funding sources, primarily around trusts & foundations with some work on corporate sponsorship.
- Writing compelling and considered funding applications to support the portfolio of our work.
- Managing existing relationships with funders and stakeholders and nurturing new relationships of support.
- All reporting, evaluation and data gathering relating to funded projects.

#### General

- Provide effective line management to the Digital Communications Assistant, supporting their personal and professional development and the delivery of the organisation's activities and targets.
- Regularly attend Puppet Animation Scotland's events and activities as a confident, informed and active representative of the organisation.
- Any other duties as required of the post.

## Skills, Attributes and Experience - Essential

- Exceptional written and verbal communication skills, with a compelling, engaging and clear writing style and a flair for building a persuasive narrative.
- An ability to communicate confidently with a broad and diverse range of stakeholders, and an understanding of the different communications approaches required in different contexts and with different groups.
- Excellent administrative and IT skills and experience, particularly the use of Microsoft Office, Wordpress and social networks.
- Excellent interpersonal and team management skills, with an ability to foster positive relationships and create a supportive atmosphere.
- Imagination, empathy, initiative and attention to detail.
- A strong commitment to equalities and diversity, and to broadening access to the arts at every level.
- A minimum of three years' experience either in a marketing and communications or a fundraising role within the third sector. If experience is weighted in one or other area, the candidate should be able to clearly demonstrate understanding and interest in the other area and how their skills will transfer to both parts of the role.
- A strong track record in successful fundraising or sponsorship **OR** a strong track record in creating and delivering successful marketing campaigns.
- An ability to keep clear and accurate records, to manage time effectively and to work to deadlines.
- An interest in performing arts and film.
- Team management experience of either paid staff or volunteers.

## Skills, Attributes and Experience - Desirable

- Knowledge or experience of the arts sector in Scotland.
- Experience of using Adobe Creative Suite, particularly InDesign and Photoshop.
- Experience of working in a festival context.
- An in-depth understanding of best practice in marketing in the arts.
- Experience of working internationally or across borders.
- Arts fundraising experience.
- A valid UK driving licence.



## Recruitment Process and Timeline

**Recruitment Call Announced** Mid-July

**Pre-Application Questions** until 14 August

If you have any questions which would help you to in deciding whether to apply, or in preparing an application, please don't hesitate to email us on [info@puppetanimation.org](mailto:info@puppetanimation.org).

**Application Deadline** 17 August at 9am

**Interviews with Candidates** 25-27 August

Candidates will be interviewed by a panel of 2-3 people including Puppet Animation Scotland's Artistic Director & CEO and a member of the Board of Directors

**Second Interviews** Early September TBC

Second interviews may be scheduled in early September if the panel require further conversations with candidates.

**Candidate Selected** Early-Mid September

Subject to scheduling of second interviews

**Feedback for Unsuccessful Candidates** Throughout September

Unsuccessful candidates who were interviewed will have the chance to both give and receive feedback on the recruitment process.