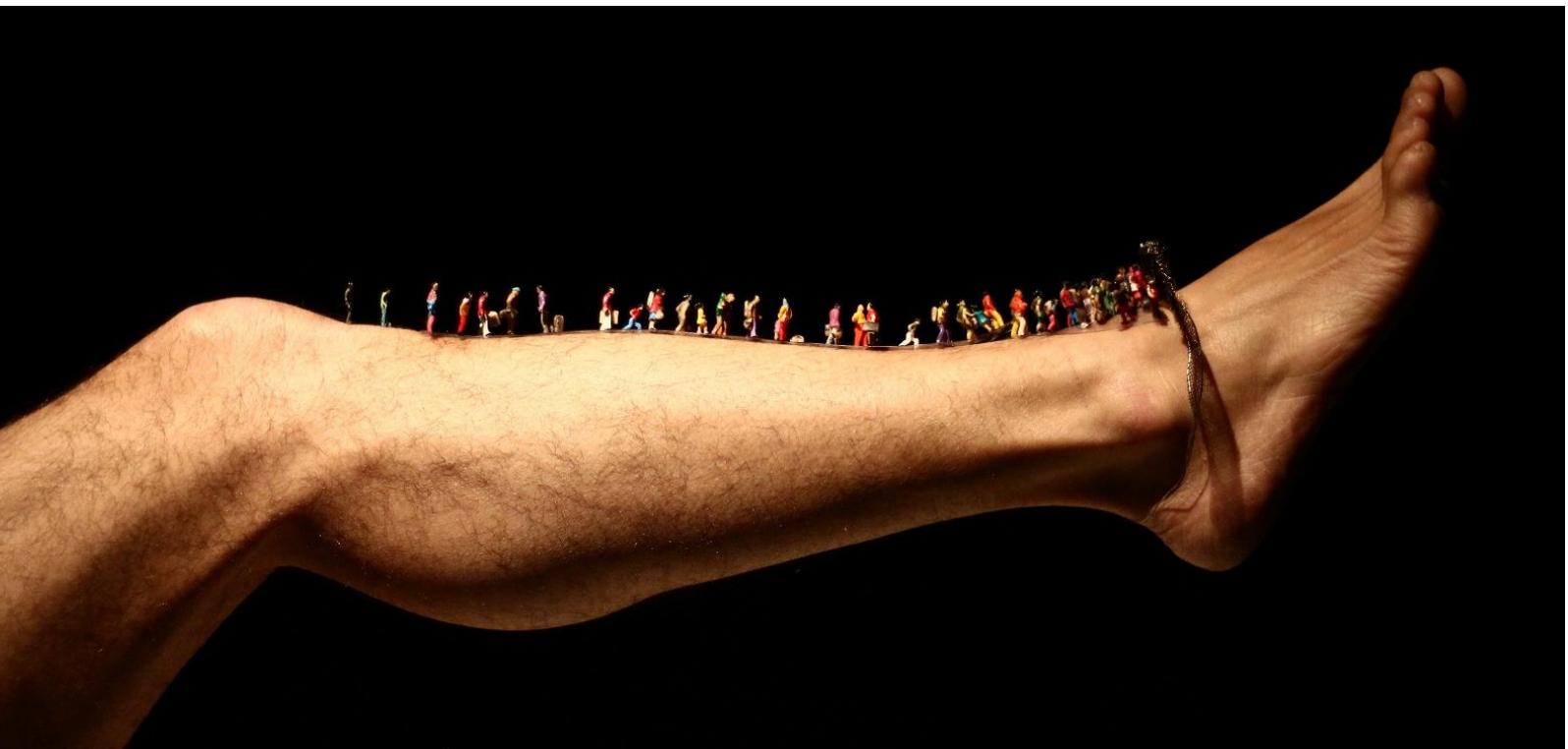




PUPPET ANIMATION SCOTLAND

MARKETING 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 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 with the subject line 'Marketing Manager Applicant – Your Name'. You must send in your application by **15th July 2022 at 5pm**. 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,

A handwritten signature in black ink, appearing to read 'Dawn Taylor', with a stylized, flowing script.

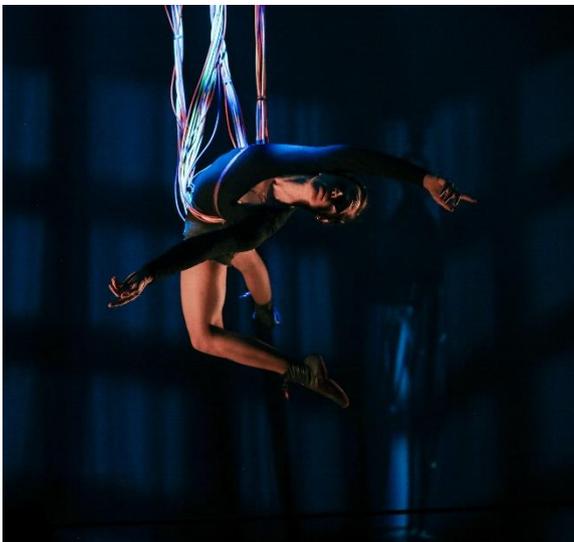
Dawn Taylor
Artistic Director & CEO
Puppet Animation Scotland

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.

In 2022 we published our 5 year Business Plan which outlines key areas for growth as an organisation over this time. To read more about what we're looking to achieve you can read the business plan in full on our [website](#).



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 with our work. Since 2000 over 250,000 people have attended puppetry and film performances, and participated in workshops at Puppet Animation Festival. We are in a period of transition from this festival model to a new way of year-round working with communities through a national touring support scheme and Captivate, a community focused programme of embedded engagement and performance opportunities.



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 Castiliens 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 Achatés Prize.

In 2021 we piloted our AnimATE Project, offering families in Edinburgh West an opportunity to create a cut out animated film and prepare a shared meal together in partnership with Edinburgh Food Social and a number of community venue partners. We will continue to deliver both of these programmes across 2022 as well as exploring new projects that take a creative approach to supporting families and young children with our artform specialisms.



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. 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 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.

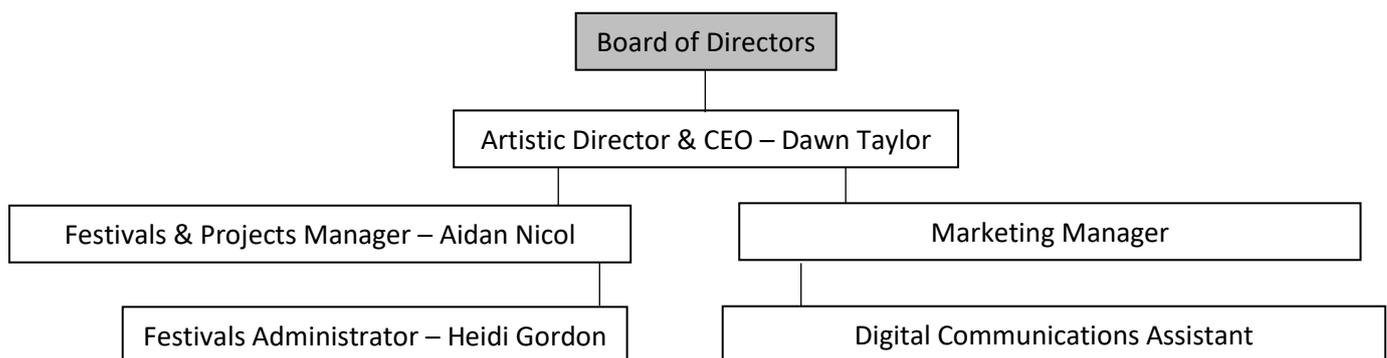
Staff and Board of Directors



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](#).

This is an exciting and pivotal moment of change for our organisation, against a backdrop of wider social and cultural shifts, and there will be a key role for the Marketing Manager in helping the team to develop our communications and marketing strategy to best represent our changing plans for the organisation's future as outlined in [our five year business plan](#) published in 2022.

Here is the staff structure in our organisation:



Marketing Manager – Role Outline

Job Title: Marketing Manager

Reports to: Artistic Director & CEO

Hours: Part time, 21 hours per week

Contract type: Fixed term 1 year*

Salary: £26000-27500 pro rata

Location: Central Edinburgh with home working possible

The Marketing Manager is a key position in the Puppet Animation Scotland team, with lead management responsibility for communications 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 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.

* It is our intention to continue with the position beyond the scope of this contract, working towards a permanent role that is the right fit for the organisation through evaluation with the successful candidate. The post has been developed following generous Adapt and Thrive funding which allowed us to create a new Marketing and Development Manager role in 2021. To best support the ambitions of the organisation we have made the decision to split this role and seek external fundraising support in addition to creation of this new part time role which takes the lead on marketing and communications within our team.

Duties and Responsibilities

This list of duties is indicative rather than exhaustive:

Marketing and Communications

- Work with the Artistic Director & CEO to develop strategy around marketing, branding and audience development for the organisation
- Lead the team to work to these strategies throughout the year
- Leading on our rebranding process over 2022/2023 with input from the team and board
- 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.

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 role within the third sector
- 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-June 22

Pre-Application Questions

until 11th July 22

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.

Application Deadline

15th July 22 at 5pm

Interviews with Candidates

25-29 July 22

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 August TBC

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

Candidate Selected

Early August 22

Subject to scheduling of second interviews

Feedback for Unsuccessful Candidates

Throughout August 22

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

Intended start date

September 2022

Subject to notice periods.

