



Fèisean nan Gàidheal

Job Description

ScotGrad



Title:	Events Marketing Officer
	Student Summer Placement
Location:	Inverness or Portree
Pay:	£8.57 per hour
Hours:	35 hours per week for 12 weeks

Background Information

Fèisean nan Gàidheal is a national organisation supporting 46 local Fèisean across Scotland, offering learning opportunities in the Gaelic arts to over 11,000 young people annually.

This summer placement will support marketing of the Cèilidh Trails taking place over the summer months as well as the Blas Festival, which will take place between 2 and 10 September.

The post will be based either in Inverness or Portree. The successful applicant will be expected to work 35 hours per week under the guidance of the Development Manager.

Main tasks relating to this post

We would like to employ a student to undertake a placement as Events Marketing Officer working specifically on the Cèilidh Trail and Blas projects, developing and implementing a multichannel marketing strategy. The successful student would be responsible for the day-to-day implementation and management of this strategy.

In 2016 we will have 9 Cèilidh Trails performing across the country during the summer months, all but one within the HIE area. Groups within Argyll, The Cairngorms National Park, Lochaber, Nairnshire, Ross-shire, Skye and Lochalsh, Sutherland, Stirling & the Trossachs and the Western Isles will perform at over 200 events to audiences in excess of 10,000. We would seek to further increase this number but also exploit the numbers who attend these events and maximise audiences at future events such as Blas Festival 2016.

In recent years we have successfully attracted an international audience to our Blas Festival, in particular, and believe there is great potential to develop this much further by attracting visitors who visit Scotland specifically for the festival. We would also wish to target individuals who are visiting the country and particularly the Highlands and Argyll during September.

Recently we have redeveloped our website and we are active on a number of social media networks. The student placement will focus on a number of marketing methods but we intend to make as much use of digital marketing as possible as it is cost effective and will enable us to reach local, national and international audiences.

The following outputs and outcomes are expected:



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Outputs

1. Implement strategy to be based around publicising our activities, events, successes in Gaelic and in English
2. Improving SEO use within website
3. Element of strategy to develop International audiences at Blas

Outcomes

1. An increase in event profile and subsequent additional numbers attending summer events with commensurate additional income
2. Increase in visitors to website, using Google analytics to analyse how individuals used the site
3. 5% increase in overseas visitors to Blas

Skills, experience and personal qualities required of student:

To be eligible candidates should be studying an undergraduate course at a UK university, having completed at least their first year of studies, or have completed an:

- HNC or HND, and intend to continue studying
- Undergraduate degree and intend to study further at postgraduate level (Masters, PhD)

Essential:

1. Gaelic Fluency
2. Computer Literate
3. Social Media skills
4. Enthusiastic and hard working
5. Ability to prioritise workloads and to work to tight deadlines

Desirable:

1. Previous experience within the Creative Industries
2. SEO and Google Analytics experience
3. Driving licence
4. Good understanding of Fèisean nan Gàidheal and the Gaelic arts

The hourly rate will be £8.57. Expenses connected to the post will also be reimbursed.

Applicants should send us a CV along with a completed application form (in Gaelic or English) with all sections filled in with the information required.

Please submit your completed form to Calum Macmillan, Development Manager, Fèisean nan Gàidheal, 111 Academy Street, Inverness, IV1 1LX or by e-mail to calum@feisean.org **by 5pm on Wednesday 15 June 2016**. If you would like to discuss the post or obtain further information, please contact Calum Macmillan on 01463 225559.

Completed forms must be received by 5 pm on Wednesday 15th June and the successful candidate should be in a position to start shortly thereafter.

Fèisean nan Gàidheal is an equal opportunities employer.

Fèisean nan Gàidheal is a company limited by guarantee, registered number SC130071. It is a Scottish Charity, number SC002040, funded by Creative Scotland, Bòrd na Gàidhlig, The Highland Council, Comhairle nan Eilean Siar, Argyll & Bute Council and Highlands & Islands Enterprise.