



## **Job Title:** Events and Marketing Coordinator

**Accountable to:** Head of Marketing

**Hours of work:** Part time, three days per week

**Rate of pay:** £23,000 per annum (pro rata)

**Base:** An Lanntair, Stornoway

**Contract:** Fixed term, 2.5 years, with potential to extend, subject to funding

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### **Introduction**

This is a fantastic opportunity for someone with excellent events coordination and marketing skills, and strong understanding of the arts and cultural sector, to join our team at An Lanntair as our new Events and Marketing Coordinator.

An Lanntair has recently secured funding from the Outer Hebrides LEADER Programme to part-fund a programme of innovative events and festivals through the 'low', winter to spring season, with a primary focus on attracting new and additional tourists to the islands and establishing these events as key visitor attractions in the annual island calendar.

This exciting role will involve coordinating the successful delivery and marketing of an annual programme of events across four festival themes each year at An Lanntair during the 'out of season' months, including: Dark Skies / Craft and Cookery / Gaelic / Faclan (the Hebridean Book Festival) fringe. Events will include performance and visual arts, talks and workshops, exhibitions and conferences. In addition, this role will establish and implement a Marketing and Communications Plan for each event, working alongside An Lanntair's Head of Marketing to manage the production, content and design co-ordination of all new marketing outputs for the programme of events.

The post will be based at An Lanntair in Stornoway.

### **About An Lanntair**

An Lanntair is a multi arts venue – at one and the same time a contemporary art gallery, a theatre, a cinema, a concert hall, a platform for poetry and literature, a studio – every space is stretched to showcase the arts in multiple forms. Our work stretches across a national and indeed international platform, yet our distinctiveness lies in being 'of the place', rooted in who we are, and the creativity of Gaelic and the Outer Hebrides takes centre stage. Our facility includes a 220 seat auditorium, gallery space, office space, shop, bar and restaurant facilities. The building was one of the largest ever arts developments in the Highlands and Islands and is of key strategic importance nationally for the arts and culture of the Outer Hebrides.



## About this role

This is a fabulous opportunity for an enthusiastic and highly skilled events and marketing professional to join our diverse and creative here at An Lanntair.

The role will focus on successfully coordinating and marketing events around the following themes:

**Fèis na Speuran Dòrcha / Outer Hebrides Festival of Dark Skies:** The islands of the Outer Hebrides are some of the darkest places in the UK, perfect for the launch of a new Festival of Dark Skies, led by An Lanntair, delivered in partnership with Stornoway Astronomical Society, and taking place across the islands, including at the world-famous Callanish Stones site. The Festival will be all about attracting tourists to the islands in the low season months to discover, learn and enjoy the dark skies, as well as offering new opportunities for local people to engage with their environment. The dark skies across the islands are a valued attribute.

**Event 2. Fèis Lòn / Hebridean Food and Craft Festival:** Food and craft festival events, inviting old and new food and drink producers and trades people from local industries to set up shop throughout the An Lanntair building; including interactive demonstrations, from the Herring industries of the past to today's seaweed confectionary and biscuits. Tastings will explore some of the classic and highly distinctive Hebridean fare, such as Marag Dubh and Guga. The craft element of the festival will involve exhibiting and highlighting the many and varied crafts from across the Outer Hebrides, including weaving and print making demonstrations, workshops and artist talks throughout the event. A Harris Tweed Bike Ride will also form part of the programme each year.

**Event 3. Faclan air an Iomall: Words on the Edge – Fringe Event to the Hebridean Book Festival (October):** The Hebridean Book Festival will take place over a full week in An Lanntair during the autumn. It will focus on bringing some of the world's top writers to the islands and encouraging visitors to enjoy a week's stay on the island, whilst attending this first class event. It will include a plethora of events with authors, films, music and workshop opportunities. Alongside this, there will be a new element to Faclan supported: the Festival Fringe, which will involve a series of events and activities programmed around the festival, taking in performing and visual arts, and taking Faclan authors out and about around the islands to fringe events and talks at a range of new and different venues across the Outer Hebrides, including Harris and the Uists and Barra.

**Event 4. Fèis Eadar-nàiseanta nan Ealain Gàidhlig / International Festival of Gaelic Arts (November):** Events celebrating and showcasing Gaelic arts and culture to a wide audience. This will see Gaelic acts and artists showcasing their talents, from music to visual arts exhibitions, to dance, film and theatre. It will also involve Gaelic artists travelling to Stornoway to take part in a programme of professional development for the Gaelic arts sector, including a series of industry-led workshops and mentoring sessions.

The overarching aim of these events will be to create a legacy of successful events and festivals for the long term, attracting visitors to the islands outside of the normal high season summer period. Visitors to these events will experience a real taste of the Hebrides. They will celebrate and enhance the distinctiveness of the Outer Hebrides, highlighting history and heritage, alongside the new and innovative.



The key tasks for the Events and Marketing Assistant will be to:

- Coordinate the successful delivery and marketing of an annual programme of events across four festival themes each year at An Lanntair during the 'out of season' months, including: Dark Skies / Craft and Cookery / Gaelic / Faclan (the Hebridean Book Festival) fringe. Events will include performance and visual arts, talks and workshops, exhibitions and conferences.
- Work with An Lanntair's Head of Performing Arts and Head of Visual Arts and Literature (the event programmers) to establish and implement a detailed Project Plan for each event, working to a project schedule and ensuring that all logistics and key milestones are met.
- Support An Lanntair's Head of Performing Arts and Head of Visual Arts and Literature (the event programmers) with all aspects of organising the events, from booking artists, to logistics.
- Work with the Head of Marketing to establish and implement a Marketing and Communications Plan for each event.
- Work with the Head of Marketing to manage the production, content and design co-ordination of all new marketing outputs for the programme of events, through liaison with designers, printers, technology developers and photographers.
- Work with the Head of Marketing to manage the development and content management of An Lanntair's website and web presence for the events.
- Work with the Head of Marketing to manage development of all of An Lanntair's e-communication and social media for the events programme.
- Contribute to the development, planning and facilitation of the programmes of market research and data capture to identify present and potential markets and audience development opportunities.
- Seek out funding for sponsorship opportunities for planned events.
- Maintain and build on partnerships with key organisations locally and nationally.
- Work closely with Outer Hebrides Tourism and Visit Scotland and a range of other tourism partners to deliver the programme.
- Ensure the thorough documentation of every engagement activity and event, using monitoring and evaluation tools and maintaining all records.
- Provide progress reports on all events activity to report to funders.
- Manage the overall budget for the events programme annually.
- Manage claims for funding to funders, including the LEADER funding (training will be given if necessary).
- Assist with the selection and recruitment of appropriate freelance artists to support the programme of work.
- Ensure that the delivery of the events and all project activity is carried out to the highest quality.
- Fundraise to support the future and legacy of the projects and activities.

THIS PROJECT IS PART-FINANCED BY THE SCOTTISH GOVERNMENT AND THE EUROPEAN COMMUNITY OUTER HEBRIDES LEADER 2014-2020 PROGRAMME



## How to apply

The job description and person specification for this role are attached. Applicants are invited to review these carefully and submit a detailed letter of application, setting out the ways in which they meet the essential and desirable criteria in the person specification, and their Curriculum Vitae by post or email to:

Elly Fletcher, Chief Executive  
An Lanntair, Kenneth Street, Stornoway, HS1 2DS  
[elly@lanntair.com](mailto:elly@lanntair.com)

Should any applicant wish to ask any questions or discuss anything prior to submitting their application, please feel free to contact Elly Fletcher, Chief Executive on 01851 708480 or [elly@lanntair.com](mailto:elly@lanntair.com)

The deadline for applications is **Monday 2nd April at 9am**



An Lanntair



The European Agricultural Fund for Rural Development: Europe investing in rural areas



Scottish Rural Development Programme

### Job Profile and Person Specification

**Events and Marketing Coordinator (Part time and temporary, 3 days / week for 2.5 years)**

**Salary: £23,000 p/a (pro rata to 3 days / week)**

#### Key Outputs and Accountabilities

Coordinate the successful delivery and marketing of an annual programme of events across four festival themes each year at An Lanntair during the 'out of season' months, including: Dark Skies / Craft and Cookery / Gaelic / Faclan (the Hebridean Book Festival) fringe. Events will include performance and visual arts, talks and workshops, exhibitions and conferences.

Work with An Lanntair's Head of Performing Arts and Head of Visual Arts and Literature (the event programmers) to establish and implement a detailed Project Plan for each event, working to a project schedule and ensuring that all logistics and key milestones are met.

Support An Lanntair's Head of Performing Arts and Head of Visual Arts and Literature (the event programmers) with all aspects of organising the events, from booking artists, to logistics.

Work with the Head of Marketing to establish and implement a Marketing and Communications Plan for each event.

Work with the Head of Marketing to manage the production, content and design co-ordination of all new marketing outputs for the programme of events, through liaison with designers, printers, technology developers and photographers.

Work with the Head of Marketing to manage the development and content management of An Lanntair's website and web presence for the events.

#### Person Specification

##### Essential

Experience of delivering arts and creative projects with multiple partners.

Excellent communication skills.

Degree or equivalent qualification, or significant experience as a practitioner in an art-based, events coordination or marketing discipline.

Excellent organisational, planning and time-management skills.

Substantial relevant experience, preferably in an arts environment.

Excellent knowledge of the latest digital marketing techniques and methods.

Excellent communication/interpersonal skills, both written and verbal.



An Lanntair



Scottish Rural Development Programme

Work with the Head of Marketing to manage development of all of An Lanntair's e-communication and social media for the events programme.

Seek out funding for sponsorship opportunities for planned events.

Work closely with Outer Hebrides Tourism and Visit Scotland and a range of other tourism partners to deliver the programme.

Ensure the thorough documentation of every engagement activity and event, using monitoring and evaluation tools and maintaining all records.

Provide progress reports on all events activity to report to funders.

Manage the overall budget for the events programme annually, and manage claims for funding to funders, including the LEADER funding (training will be given if necessary).

Assist with the selection and recruitment of appropriate freelance artists to support the programme of work.

Ensure that the delivery of the events and all project activity is carried out to the highest quality.

Ensure that all duties or responsibilities are performed in a safe manner so that no risk to health or safety arises to yourself, any other employee or member of the public and ensure all aspects of the project meet An Lanntair Health and Safety Policy.

Undertake other duties as required.

Reports to: Head of Marketing

Direct Reports: None

Ability to prioritise and work to deadlines.

Good team working skills.

Copy writing and proofing skills.

A knowledge and understanding of Gaelic language and culture.

Understanding of equality, inclusion and access issues.

Excellent IT skills.

Desirable

Fluent Gaelic.

Ability to use digital photography and design software to document the project and to produce resources.

Fundraising experience.

Experience of administering claims for funding.