

Job Description

Festival Marketing Officer

Cryptic is looking for a creative, and proactive Festival Marketing Officer to work on this year's Sonica Festival in Glasgow.

Established in 1994, we are Scotland's award winning internationally renowned home of audiovisual performances and experimentation. Based in Glasgow but with a global outlook, we present and promote the most dynamic talents of today and tomorrow as they explore live music, visual and digital arts.

Sonica Glasgow is Scotland's leading 11-day biennial festival of audiovisual art and experimental music, produced by **Cryptic**. For over a decade, Sonica has presented pioneering work at the intersection of sound, image and architecture, transforming venues across Glasgow into immersive environments that challenge and inspire audiences.

Thriving in a fast-paced, ever-evolving environment, we are a not-for-profit company, committed to discovering and presenting ambitious new work, nurturing artistic talent, creating unforgettable experiences and connecting with audiences across Scotland, the UK and beyond.

Vision

To give artists and audiences a unique and memorable Cryptic experience.

Mission

Supporting the development of pioneering artists to create high-quality, memorable events for diverse audiences.

Values

We thrive on **collaboration**. Collaboration isn't just important; it's pivotal to Cryptic's impact. We compassionately **care, consider and commit** to everyone we work with, embracing **excellence, sustainability, innovation and inclusivity**.

Key Information

Job Title: Festival Marketing Officer

Contract: Fixed-term contract (ASAP until 6 November 2026)

Hours: Part time until 28 August and from 12 October - 9 November (3 days/week), full time between 31 August - 6 November 2026 (5 days/week plus extended hours during Sonica from 23 September - 5 October 2026). Evenings and weekends as required. (TOIL is granted in accordance with company policy).

Location: 5 Florence Street, Glasgow, G5 0YX

Reports to: Head of Marketing and Communications

Key Terms

Salary: £30,000 pro rata

20 days annual leave + 11 public holidays pro rata.

Auto enrolment into the company pension scheme. Employee contribution 5% and Cryptic contribution 3%.

This position is based in the company's office.

Role purpose/overview

You will support the Head of Marketing and Communications to develop and deliver marketing, communications and audience development strategy to meet audience and financial targets for Sonica Festival 2026 and wider Cryptic aims.

Core responsibilities will include:

- supporting in the development and delivery of marketing activity across print, website, social media and email marketing;
- assist in undertaking audience development research and targeted communications campaigns;
- monitoring, evaluating and reporting on audience data to optimise performance and inform future campaigns;
- maintaining media contacts database;
- implementing and supervising the use of branding guidelines;
- recording of box office income and marketing expenditure.

Outcomes:

- help meet visitor numbers/ticket sales targets;
- develop new and existing audiences by increasing reach, deepening engagement and instilling loyalty;
- increase social media coverage and impact; and
- enhance the festival and organisation's brand and reputation.

Key responsibilities

Support the Head of Marketing and Communications to:

Deliver marketing, communication and audience development plans within defined budgets to achieve audience and financial targets for Sonica Festival 2026 and Cryptic. Support in the planning and implementation of marketing and communications activity including:

Digital:

- Create, curate and update content across our websites (WordPress), social media channels (e.g. Meta, Bluesky, Instagram, TikTok, LinkedIn, YouTube) measuring results, keeping abreast of trends and opportunities, and testing new innovations;
- Plan and create targeted email marketing campaigns using CRM and email marketing platforms.
- Support in the management and optimisation of digital advertising campaigns (e.g. social media advertising and paid search via Google Ads);
- Photograph and produce videos for use on the company's digital channels;
- Produce and publish live social media broadcasts;
- Follow SEO best practice to maximise website traffic;
- Train other staff to become proficient in updating website and social media channels if required;
- Monitor and respond to audience enquiries and feedback on social media;
- Brief external providers, such as designers, filmmakers and photographers, to produce high quality digital content;
- Liaise with artists and festival contributors to both source and create digital content;
- Maintain an up-to-date digital archive of photographs, videos and audience quotes.

Print:

- Manage distribution of internal and external marketing print;
- Ensure all digital and print displays are up to date and impactful.

Press:

- Maintain media contacts database;
- Create media packs, oversee distribution and recording of coverage achieved;
- Liaise with the Head of Marketing and Comms and freelance PR consultant to distribute press releases and media packs;
- Keep a record of press and media coverage;
- Evaluate and report on press and media coverage;
- Assist with the organisation of press views, photocalls and interview opportunities.

Collate and analyse data:

- Monitor, evaluate and report on activity using data from CRM/box office system, Google Analytics, social media and email marketing analytics to optimise campaigns and inform future strategy;
- Follow GDPR guidelines for data collection and processing;
- Maintain and develop contact database, maximising data capture opportunities;
- Undertake segmentation and audience profiling to support the creation of targeted audience development campaigns;
- Contribute to festival debriefs by providing relevant marketing data, audience insights and campaign analysis.

Miscellaneous:

- Support the delivery of festival events including box office management, guest ticket desk management and/or merchandise sales;
- Create digital presentations for members of the Leadership Team as required;
- Implement brand guidelines and advise colleagues and partners on use to ensure consistent application;
- Ensure all digital and printed marketing materials are accessible and inclusive;
- Represent the organisation at events and provide support where needed;
- Undertake any other reasonable duties related to both Sonica and Cryptic marketing activities

Work independently to:

- Deliver specific marketing and audience development campaign to ensure projects are delivered on time and on budget;
- Deputise for the Head of Marketing and Communications as required.
- Keep up to date with best practice and trends in marketing and communications.

Essential experience and skills

- A minimum of 2 year's successful experience in a marketing, audience development or communications role – preferably within the arts, heritage or similar sector.
- Proven ability to write impactful targeted copy across a range of media and experience of creating content for and updating website content management systems (WordPress), social media channels (in particular, TikTok, Meta, Bluesky, Instagram, LinkedIn and YouTube).
- Confident user of website CMS (e.g. WordPress), CRM/box office system (e.g. Resident Advisor,) email marketing system (e.g. Mailchimp), and social media management platform (e.g. Hootsuite);
- Experience of creating and delivering email campaigns and knowledge of data management using email marketing software (e.g. Campaign Monitor/Salesforce).
- Confident in delivering digital marketing campaigns (across website, social media and email marketing) with demonstrable experience of growing audience reach and engagement.

- Experience of print production from copywriting, editing and proofreading to managing the print and distribution processes.
- Understanding of brand management and experience of implementing brand guidelines and tone of voice effectively.
- Experience of analysing audience data (e.g. from CRM/box office system, email marketing system, Google Analytics and social media analytics) to inform campaign planning.
- Knowledge of Google Analytics, SEO, and paid-for digital advertising.
- Experience of undertaking audience research;
- Experience in basic budget management.
- Confident user of Microsoft Office, including Word, Excel, Outlook and PowerPoint/Keynote.
- Experience using photo and video editing software (preferably Adobe Creative Cloud e.g. Photoshop, Illustrator and InDesign);

Desirable knowledge and skills – the successful candidate should meet some of these requirements

- Experience of working in the arts or heritage sector;
- Knowledge of ticketing, sales and box office systems;
- Experience of supporting the marketing of fundraising campaigns;
- Commitment to IDEA (inclusion, diversity, equity and access), anti-racism and environmental initiatives;
- Knowledge of the local and national cultural landscape.

Abilities and personal qualities

- Well organised with the ability to work on multiple projects at the same time, meet deadlines and plan and prioritise workload;
- Strong interpersonal skills with the ability to communicate effectively and build relationships with a range of stakeholders, including colleagues, audiences, artists, external agencies and partners;
- Attention to detail and commitment to achieving high standards;
- Ability to work collaboratively in a team as well as independently, using initiative to problem-solve.
- Creative, confident and flexible;
- A commitment to inclusion, diversity, equity and accessibility and an understanding of how these relate to arts marketing;
- Enthusiasm for keeping up to date with emerging digital and wider marketing trends;
- Ability to work flexible hours including some weekends and evenings to fulfil the requirements of the job.

Applicants must be eligible to work in the UK

How to apply

Please send a CV and a cover letter (no more than two pages) to **Tara Marshall-Tierney:** pr@cryptic.org.uk by midday on **Monday 29 June 2026**. You may also submit a video or audio recording (a maximum of three minutes) in place of a cover letter.

Your cover letter/video or audio recording should outline your motivations for applying and show us how you meet the person specification. Videos should be sent in MP4 format.

We also request that you complete our [Inclusion Form](#). All data is gathered anonymously. This data helps us to reflect on whether our recruitment processes are attracting and reaching a diverse range of candidates, and to adapt our processes and language accordingly.

We're particularly keen to support applications from applicants who are currently underrepresented in the sector, including:

- Black, Asian or ethnically diverse applicants
- D/deaf or disabled applicants
- Women and gender expansive applicants
- Women and gender expansive applicants
- Those with caring responsibilities
- Working class or low-income background applicants

We want all candidates to be able to present themselves as confidently as possible. We want to hear about you and get a sense of how you would like to do this role, so please do let us know of anything we can do as a company to support you through this application process. If you have any access requirements that you would like us to know about, please include these in your application. We will ensure that access requirements are not a factor in our decision making. In addition, we can offer an agreed contribution for your access support needs.

As some examples:

- If your personal circumstances mean you need a little bit longer to prepare your application, please contact us to discuss suitable alternatives or accommodations.
- If for any reason there are times of day when you are better able to attend an interview, we will do everything we can to make this possible.
- The building where our offices are based and where we will hold interviews is accessible and easily reached by public transport. We can also offer virtual interviews if preferred.

Selection Panel: Tara Marshall-Tierney, Head of Marketing and Communications, Claire Moran, Executive Producer, Cryptic.

Interviews will be held w/c 6 July 2026, subject to candidate availability.

As part of our Minimum Criteria Guaranteed Interview scheme, we will offer an interview to disabled candidates who meet the essential criteria for the role. If you consider yourself to have a disability or long-term condition and would like to apply through this interview scheme, please let us know by stating 'I would like to apply through the Minimum Criteria Guaranteed Interview scheme' anywhere in your application.

If you would like an informal discussion about the role in advance of applying, please contact Tara Marshall-Tierney, Head of Marketing and Communications (pr@cryptic.org.uk)

Please note while the use of AI tools is permitted in your application, we advise against copying and pasting answers directly from AI tools, as this often results in generic responses. We encourage you to showcase your own experiences, voice, and style in your answers. This is particularly important given the copywriting and communication skills required of this role.

Data Protection: If you apply for a job at Cryptic, we will need to collect certain personal data and special category data as part of your application. By providing information within your application, you are allowing us to use this information for the purpose of processing your application and assessing your suitability to the position applied for. If your application is unsuccessful, our policy is to delete/destroy the application six months after the closing date. If we feel that your details would be useful to keep for a longer period, should an appropriate position arise in the future, we will ask your permission to maintain these records for longer than six months.

Thank you for your interest in this role. Good luck!