



## **JOB DESCRIPTION**

**Job Title:** Press Officer

**Responsible To:** Press Manager

**Start Date:** 12 June 2017

**End Date:** 1 September 2017

**Salary:** Dependant on experience

### **Basic Job Outline...**

The Press Officer will work alongside the Press Manager in order to maximise media and publicity coverage for the Gilded Balloon and all its shows. Whilst their main priority will be to proactively pitch and gain publicity for Gilded Balloon productions and co-productions, the press office also provides support to all of the shows being presented at the Gilded Balloon, their companies and their PR's. The Press Officer alongside the Press Manager will be expected to provide advice and support to all Gilded Balloon artists.

The Press Officer will also be expected to train and alongside the Press Manager line manage the Press Ticketing Assistant and the Press Cuttings Assistant. The Press Officer will be line managed by the Press Manager.

### **About Gilded Balloon...**

The Gilded Balloon is one of Scotland's leading entertainment venues with the best of live entertainment. As one of the four largest venues at the Edinburgh Festival Fringe, the Gilded Balloon is respected internationally for presenting a stunning annual showcase of theatre, comedy and cabaret.

The Gilded Balloon's Artistic Director, Karen Koren, started the company in 1986 and in 2015 they celebrated their 30th appearance at the Edinburgh Festival Fringe. Gilded Balloon is a family, with many staff returning to join the family fun again and again!

### **Key Responsibilities...**

- Under the supervision of the Press Manager, proactively pitch Gilded Balloon produced and co-produced shows to features, highlights, mentions, Q&A's, photo opportunities, television and radio interviews.
- Identify opportunities to maximise press coverage for all Gilded Balloon shows.
- Coordinate and project manage the collation, proofing, formatting and printing of the first and second versions of the Gilded Balloon press packs.
- Identify opportunities to make the Press Pack more impactful and useful to journalists and media.
- Under supervision and at the request of the Press Manager, proactively approach media to review Gilded Balloon productions.
- Be responsible for the maintenance, and utilisation of strong, effective relationships with members of the press and media within the press office. Particularly those in national/local papers, television, and online publications.



- Coordinate all filming and photography requests and liaise with the Venue Tech and Front of House team when appropriate.
- Compile a daily filming/photography diary for the Venue Tech team.
- Train and manage both the Press Ticketing and Press Cuttings Assistants.
- Alongside the Press Manager, proactively see as many of the Gilded Balloon shows as possible, in order to support, sell and identify unique opportunities for each.
- Co-ordinate guest lists and manage Gilded Balloon special events as necessary alongside the Marketing team.
- Meet regularly meetings with the Communications Manager, Press Manager and team as a whole to provide updates on project progress etc.
- Provide support to the entire press and marketing team on ad hoc tasks when required.

### **What we are looking for...**

At least 2 years experience in press, public relations & publicity at a fringe festival.

Experience in managing press and publicity teams.

Knowledge and understanding of how to proactively pitch shows to relevant media outlets.

Knowledge and understanding of troubleshooting issues of artist's and PR's.

A keen eye for detail with good copy writing and proofreading skills.

Excellent communication and relationship management skills.

Proficient computer skills in particular using Word, Outlook and Excel software.

Show initiative when working individually and as part of the GB family.

A passion for the arts industry, with a positive and proactive work ethic.

Ability to work well under pressure and to tight deadlines.

A flexible, organised and reliable approach to work.

### **In addition to the above, it would be nice to have...**

Knowledge and understanding of fringe festivals from around the world.

Knowledge and interest in national and international art industries.

Proficient using both Mac and PC computers.

A sense of humour...

### **How to Apply...**

Please send a cover email and your CV to Katy Koren - [katy@gildedballoon.co.uk](mailto:katy@gildedballoon.co.uk) by Monday 4th April. Make sure to use 'Press Officer Job Application' as the subject line.