



JOB DESCRIPTION

PRESS MANAGER - FRINGE 2022

Job Title: Press Manager

Reports To: Fringe Project Producer

Based at: GB head office, GB Fringe Venues with flexibility for home/remote working up to June 2022

Contract type: Contractor

Engagement Period: 2 May 2022 - 11 September 2022

Terms: Hours will vary depending on the project period. Planning weeks will require 8 - 35 hours per week. During the Festival Fringe build, event and derig period (25 July-4 Sept) it is expected that contract hours required will increase.

- £100/week from 2 May-5 June 2022
- £480/week from 6 June-24 July 2022
- £530/week from 25 July-11 Sept 2022

Context

Gilded Balloon is one of Scotland's leading producers of live comedy and entertainment. The company started in 1986 and has been producing shows and operating venues at the Edinburgh Festival Fringe and year-round in Edinburgh ever since. After hosting a smaller scale (but very successful) event in 2021 due to the pandemic we're back full force in 2022! We will be operating our three hubs this Fringe - Teviot, Patter Hoose and the Museum and are looking for awesome people to join us!

About the role

The Press Manager will be responsible for maximising media and publicity coverage for 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 PRs. The Press Manager alongside the Marketing Manager will be expected to provide advice and support to all Gilded Balloon artists.

Duties include:

- Proactively pitch Gilded Balloon produced and co-produced shows to features, highlights, mentions, Q&A's, photo opportunities, television and radio interviews.
- Build, maintain, and utilise strong, effective relationships with members of the press and media. Particularly those in national/local papers, television, and online publications.
- Maximise press coverage for all Gilded Balloon shows.
- Provide personal PR for Karen Koren, Katy Koren and the Gilded Balloon as a venue.
- Increase the impact of the venue press pack, with a view to new opportunities or formats year on year.
- Service the needs of the media and increase the quality and number of features, interviews, reviews and broadcast opportunities at the venue.
- Proactively approach the media to review Gilded Balloon productions.
- Proactively pitch filming and photography opportunities and coordinate all requests.



- Coordinate guest lists and manage Gilded Balloon special events as necessary alongside the Marketing team.
- Provide direct assistance to artists and their PR's enabling them to generate their own coverage in the media with the broad aim of increasing ticket sales for all shows.
- Proactively see as many of the Gilded Balloon shows as possible, in order to support, sell and identify unique opportunities for each.
- Arrange weekly reports for management meetings and during regular meetings with the Management team and Artistic Directors.

What we are looking for...

- At least 2 years experience in press, public relations or publicity role for a venue or collection of shows at a fringe or arts festival.
- Experience in managing a press and publicity team including management of budgets.
- Knowledge and understanding of how to proactively pitch shows to relevant media outlets.
- Knowledge and understanding of troubleshooting potential issues of artists and PRs.
- A keen eye for detail with good copywriting and proofreading skills.
- Excellent communication and relationship management skills.
- Proficient computer skills in particular using Word, Outlook and Excel software.
- A passion for the arts industry.
- A flexible, organised and reliable approach to work, with potential for evening and weekend shifts throughout the contract period.
- Confidence using initiative to work individually and as part of a team

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

- Knowledge and understanding of Adobe software.
- Knowledge and understanding of other Fringe festivals around the world.
- Proficient using both Mac and PC computers.
- A sense of humour and passion for comedy, theatre, cabaret and music.

How to Apply...

To apply for this role, please send your CV and a short covering letter to

press@gildedballoon.co.uk. Please use the subject line 'Press Manager Application'.

In addition to your application, please also complete our Equal Opportunities Monitoring Form [here](#)

General Recruitment Information

- All post holders will be issued a contract/agreement to sign prior to beginning work with us.
- Applicants must be 18+ and have legal right to work in the UK.
- All posts will be expected to work out of office hours for key events and overtime as required to carry out the role responsibilities during busy event periods.
- The weekly requirement will not exceed 48 hours on average over the contract length and due to varying hours throughout the contract a schedule of required hours will be agreed by both parties in advance of your start date.
- All post holders will be given training and inductions relevant to their role.
- We expect a high volume of applications for this role and advise applicants to apply sooner rather than later.



- Interviews will take place on Zoom in March/April.
- We are unable to contribute to accommodation, living and travel expenses.
- Gilded Balloon is an equal opportunities provider and encourages applicants from diverse backgrounds. Please get in touch if you would like a copy of our Equality, Diversity and Inclusion Policy.