



## **JOB DESCRIPTION**

### **Press & Marketing Assistant - FRINGE 2022**

**Job Title:** Press & Marketing Assistant  
**Reports To:** Marketing Manager  
**Location(s):** GB Fringe Venues  
**Contract:** PAYE - Full time from 25 July - 2 Sep (42 hours per week)  
**Engagement Period:** w/c 19 July-3 Sept 2022  
**Rate of pay:** £10.50/hour

#### **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 & Marketing Assistant will support Gilded Balloon's Press & Marketing team in the lead up to and during Fringe 2022. They will assist the Marketing Manager in developing and delivering marketing campaigns and provide support to the Press Manager including assisting in press tickets and cuttings processes. The Press and Marketing Assistant will be line managed by the Marketing Manager and Press Manager.

#### **Duties include:**

- Assisting with developing, delivering and analysing marketing campaigns. This will include, but is not limited to, social media, print production, advertising and distribution.
- Copywriting for marketing materials including venue brochures, e-newsletters and press releases.
- Helping to create signage plans for venues
- Assisting with organising signage and print deliveries to the venues
- installation and deinstallation of show boards and signage on site in the lead up to and after the Fringe.
- Ensuring the Press office is organised and tidy throughout the Fringe, and is a welcoming place for performers.
- Assisting with press cuttings and press tickets processes.
- Assisting the Marketing Manager in executing distribution campaigns.
- Assisting with the production of the venue brochure and on-site marketing materials.
- Support the Digital Marketing Coordinator by identifying photo and video opportunities throughout the festival.

- Assisting the Press Manager in creating press releases.
- Assisting with management of guest lists for the So You Think You're Funny? party and other events throughout the Festival.
- Taking minutes during meetings.
- Providing support to the entire press and marketing team on ad hoc tasks as required.

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

- A desire to work within the press and marketing industries, with a particular interest in arts festivals.
- A creative thinker keen to learn and contribute ideas.
- A quick learner, who can follow instructions accurately.
- Good Adobe and Microsoft Office skills.
- Proactive in identifying tasks to undertake and prioritise.
- Excellent organisation and communication skills, including confidence when using the phone.
- An eye for detail with exceptional copywriting and proofreading skills.
- 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.
- A flexible, organised and reliable approach to work.

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

- Previous experience of working in the arts, entertainment, festival or similar environment.
- Basic knowledge of graphic design.
- Proficient using both Mac and PC computers.
- A passion for the arts industry
- And, of course, a sense of humour

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

To apply for this role, please send your CV and a short cover email to [marketing@gildedballoon.co.uk](mailto:marketing@gildedballoon.co.uk)

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 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 online in June.
- We are unable to contribute to accommodation, living and travel expenses.
- Hours will vary each week of the contract. 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.
- 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.