



JOB DESCRIPTION

PRESS & MARKETING ASSISTANT - FRINGE 2025

JOB TITLE: Press & Marketing Assistant

REPORTS TO: Press Manager, Marketing Manager

LOCATION(S): Edinburgh - Gilded Balloon head office and Gilded Balloon venues

CONTRACT: Fixed term

ENGAGEMENT PERIOD: 7 July - 29 August 2025

RATE OF PAY: £12.21 per hour

7hrs/week from 7 - 13 July (1 day)

35hrs/week from 14 - 27 July and 25 - 29 August (5 days)

42hrs/week from 28 July - 17 August (6 days)

During the event period, shifts will normally be 10am-6pm, 11am-7pm or 12pm-8pm, although these may vary. A schedule of shifts will be provided at least 7 days in advance.

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. In 2025 we will return to the festival to operate three main venue hubs: Patter House, which hosts 10 performance spaces alongside a bar and events space, the Auditorium in the world-renowned National Museum of Scotland, with its own bar and outdoor seating area, and the brand new Appleton Tower, with seven performance spaces and a bar area. Each year our programme highlights the very best in comedy, theatre, music, drag and more attracting audiences from all over the world.

About the role

The Press & Marketing Assistant will assist in the delivery of Gilded Balloon's Fringe marketing and press campaigns in the lead up to and during the Edinburgh Festival Fringe 2025.

Key Responsibilities

- Assist the press and marketing teams with the development, planning and implementation of strategies to raise awareness of the Gilded Balloon brand, our venues, shows and events.
- Assist with producing a wide range of marketing collateral including print, outdoor and digital with colleagues and external suppliers.
- Assist with the installation of on-site branding in line with venue signage and poster board plans.
- Assist with monitoring, logging and reporting press coverage
- Keep review boards up to date at each venue.
- Process press ticket bookings for Gilded Balloon shows, liaising with artists, their PRs and agents.
- Greet and welcome artists, agents and journalists in the onsite office
- Complete other reasonable office duties as required.

What we are looking for...

- An interest in working in a marketing and/or press role within the arts, festival or live entertainment sectors.

- Knowledge and understanding of the Edinburgh Festival Fringe.
- A keen eye for detail with excellent copywriting and proofreading skills.
- Excellent communication and relationship management skills.
- Proficient computer skills in particular using Word, Excel, Google Docs.
- Use of initiative when working individually and as part of the wider team.
- A passion for the arts and entertainment industry, with a positive and proactive work ethic.
- An organised and reliable approach to work.
- Available to work a variety of hours including evening and weekends (particularly in the run up and during the Festival).

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

- Knowledge and understanding of graphic design software such as Photoshop.
- Knowledge and understanding of the worldwide festival landscape.
- Knowledge of the UK comedy circuit and its media landscape.
- Proficient IT skills using both Mac and PC computers.
- A sense of humour.

How to Apply...

To apply for this role, please send your CV, a short covering letter and previous examples of your work to press@gildedballoon.co.uk. Please use the subject line 'Press & Marketing Assistant'. In addition to your application, please also complete our Equal Opportunities Monitoring Form [here](#).

General Recruitment Information

- All post holders will be issued an employment contract to sign prior to beginning work.
- 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 42 hours per week during busy event periods and on average over an annual employment cycle additional hours will be limited to a 6 week event period in August.
- 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.
- 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.