



## **JOB DESCRIPTION**

**Job Title:** Marketing Manager

**Reports To:** General Manager

**Based at:** GB head office (and on site GB Fringe Venues)

**Contract type:** Full-time permanent

**Salary:** £30,000 - £32,000 pro rata (depending on experience)

**Terms:** 28 days holiday pro rata with additional employee benefits as standard. Normal office hours are 10 - 6 on Monday - Friday with a one hour unpaid lunch break. In the festival event period this role goes up to 42 hours per week.

### **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.

### **About the role**

We are looking for a dynamic Marketing Manager to lead the development and execution of press and marketing strategies for our venues, tours and Fringe programme. The Marketing Manager will be responsible for building and implementing engaging multi-channel campaigns while providing expert press and marketing advice and support to all visiting companies and performers, alongside line managing the wider press and marketing team.

### **Duties include**

#### **Marketing Strategy and Campaign Management**

- Oversee the development and execution of comprehensive press and marketing strategies for our venues, shows, tours and events.
- Implement tailored strategies for our venues and in-house productions at Edinburgh Fringe.
- Lead multi-channel campaigns including digital, social media, out-of-home, print and distribution.
- Set up and track all paid advertising for each month's productions.
- Collate event information and assets, working with designers, printers and distributors to produce cost-effective brochures, posters and flyers for each season as required.
- Provide strategic support and advice to artists on how to effectively promote their shows.
- Manage budgets for individual venues, shows, tours and wider campaigns.
- Develop data capture and audience analysis processes to support year round engagement and growth.
- Regularly report on campaign success to the Directors.

#### **Content and Digital Strategy**

- Oversee the management of our social media channels including Instagram, TikTok, Facebook, and YouTube, continuously evolving our social media strategy to expand our audience and boost engagement.
- Create compelling content that embodies our brand and maintains a consistent tone of voice, making use of video and image editing software.
- Manage in-house filming and photography ensuring high-quality content is captured for use in current and future campaigns.
- With support from the Directors and programming team, manage all website content keeping it up to date, relevant and identifying opportunities to increase traffic and future development.



#### **Line Management and Collaboration**

- Oversee the recruitment of the wider marketing and communications team.
- Lead and manage the marketing and communications team, ensuring there is a positive office atmosphere and a motivated team.
- Collaborate with internal artist services, box office, production, bars and operations teams to ensure the best experience for our artists and audiences.
- Collaborate with external promoters and venues to optimize opportunities and increase ticket sales.

#### **Branding, Events and Partnerships**

- Collaborate with our in-house designer to ensure visual brand alignment and effectiveness across all marketing collateral.
- Oversee on-site signage and branding plans and installs, ensure aesthetic consistency across all of our Fringe venues.
- Support Directors in the design and planning of our press launches, parties and other key Fringe events.
- Manage media partnerships to best suit the needs of the organisation throughout the year and for the Fringe.
- Support Directors in partnership account management, ensuring successful collaboration with sponsors and partners.

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

- At least two years' experience of developing and managing strategic marketing campaigns for arts or cultural events or festivals.
- Previous experience managing a marketing or communications team
- Proficient knowledge and understanding of Adobe Creative Suite including Photoshop, Illustrator, Premiere Pro and InDesign.
- Previous experience in managing campaign budgets.
- Creative thinker with a passion for storytelling and creating compelling digital content.
- Interest in new emerging trends and pushing boundaries.
- Previous experience of briefing designers, photographers and videographers.
- A passion for the arts industry (comedy, cabaret and theatre in particular).
- A positive and proactive work ethic.
- Knowledge and experience in project management and strategic planning.
- Excellent communication and relationship management skills.
- A keen eye for detail with excellent copywriting and proofreading skills.
- Show initiative when working individually and as part of the GB team.
- A flexible, organised and reliable approach to work.

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

- Knowledge of marketing practices at the Edinburgh Fringe
- Knowledge of the comedy circuit and different styles of comedy
- Interest and passion for supporting new emerging performers and artists to achieve their performance goals and ambitions.
- Basic knowledge and understanding of Red61's ticketing system VIA.
- A clean UK driver's licence.
- And of course, a sense of humour...

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



To apply for this role, please send your CV and a short covering letter to [katy@gildedballoon.co.uk](mailto:katy@gildedballoon.co.uk). In addition to your application, please also complete our Equal Opportunities Monitoring Form [here](#).

**Applications close Thursday 29th May at 5pm.**

#### **General Recruitment Information**

- All post holders will have a 3 month probationary period at the start of their employment contract.
- 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 48 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.
- 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.