



## **JOB DESCRIPTION**

**Job Title:** Press Manager

**Responsible To:** Artistic Directors

**Period of employment:** May - August 2019

**Salary:** Salary dependant on experience

### **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 PR's. The Press Manager will work alongside the Marketing Manager and will be expected to provide advice and support to all Gilded Balloon artists.

The Press Manager will line manage press and marketing assistants and interns alongside the Marketing Manager.

### **About Gilded Balloon**

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. In its 35<sup>th</sup> year, Gilded Balloon has more venues and shows than ever before, with 2 brand new venues for 2019. Gilded Balloon also hosts a programme of comedy, theatre and music at its year-round venue on Rose Street, Gilded Balloon Basement.

Gilded Balloon's Artistic Director, Karen Koren, started the company in 1986. Karen's daughter Katy became joint artistic director in 2015 as 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**

- 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 quality and number of features, interviews, reviews and broadcast opportunities at the venue.
- Proactively approach media to review Gilded Balloon productions.
- Proactively pitch filming and photography opportunities and co-ordinate all requests.
- Co-ordinate 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.
- Manage press tickets and press cuttings processes.

- 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 for a venue or collection of shows at a fringe or arts festival.
- Experience in managing 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 issues of artist's and PR's.
- Identify new PR or publicity opportunities for Gilded Balloon shows, Karen and Katy Koren and the venues.
- Provide support to the entire press and marketing team on ad hoc tasks when required.
- 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.
- A flexible, organised and reliable approach to work.

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

- Knowledge and understanding of Adobe software.
- Knowledge and understanding from 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**

Please send a cover email and your CV to [press@gildedballoon.co.uk](mailto:press@gildedballoon.co.uk) no later than Friday 12<sup>th</sup> April. We advise applying sooner rather than later as we anticipate a high volume of applications. Make sure to use 'Press Manager Job Application' as the subject line.