



JOB DESCRIPTION

Job Title: Digital Marketing Officer

Responsible To: Marketing Manager

Start Date: 27 May 2019

End Date: 30 August 2019

Salary: £400/week increasing to £450/week over 6-week Fringe period

About the role...

The Digital Marketing Officer will be responsible for the creation and implementation of all online content and graphics in the lead up to and during the 2019 Fringe season. They will support the Marketing Manager by creating engaging content for marketing campaigns across all digital platforms for both Fringe and Gilded Balloon's year-round venue. They will also be responsible for growing Gilded Balloon's online presence using our existing brand and tone of voice. The Digital Marketing Officer will be line managed by 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 35th 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...

- Creation of all social media and graphic content with an aim to increase audience engagement and identify new platform opportunities.
- Scheduling and creation of all e-newsletters alongside the Marketing Manager to promote shows

- Manage all social media platforms daily with help from the Press & Marketing Assistant. Manage all website content keeping it up to date and relevant including reviews, news, extra show announcements, line ups etc.
- Scheduling and creation of all digital content for Gilded Balloon productions and co-productions as well as generally for the venue.
- Provide general digital marketing support and advice to all Gilded Balloon shows to promote their shows effectively.
- Working alongside our existing designer to create an aligned and effective brand across all marketing.
- Alongside the Marketing Manager, monitor and respond to any complaints received on social media reporting to directors as necessary.
- Assisting with creation of artwork for advertising when required

What we are looking for...

- At least 2 years of managing and creating engaging content for multiple social media accounts.
- Experience in marketing project management and campaign planning.
- Experience in producing engaging graphics and content.
- Solid knowledge and understanding of Wordpress, to ensure all website content is up to date.
- Solid knowledge and understanding of Mailchimp and other online apps or useful platforms.
- Excellent computer skills in particular using Adobe and Microsoft Office software.
- Excellent communication and relationship management skills.
- An eye for detail with good copy writing 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.
- Great photography skills using DSLR cameras
- Knowledge and understanding of film editing software.
- Interest in new emerging digital marketing trends, platforms and software.
- Proficient using both Mac and PC computers.
- A sense of humour...

How to Apply...

To apply, please send a cover email and your CV to marketing@gildedballoon.co.uk with subject line 'Digital Marketing Officer' by Monday 29th April. You may also include links to previous examples of your work. We advise applying sooner rather than later as we expect a high number of applicants.