



## **JOB DESCRIPTION**

**Job Title:** Press & Marketing Assistant

**Responsible To:** Marketing Manager, Press Manager

**Start Date:** 17 June 2019

**End Date:** 30 August 2019

**Salary:** £325/week increasing to £375/week over 6-week Fringe period

### **About the role...**

The Press & Marketing Assistant will support Gilded Balloon's Press & Marketing team in the lead up to and during Fringe 2019. 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.

### **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...**

- Assisting with developing, delivering and analysing marketing campaigns. This will include, but is not limited to, social media, print production, advertising and distribution.
- Copy writing 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 de-installation 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 for 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 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.
- Basic knowledge of graphic design.
- 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](mailto:marketing@gildedballoon.co.uk) with subject line 'Press and Marketing Assistant' by Monday 29<sup>th</sup> April. We advise applying sooner rather than later as we expect a high number of applicants.