



JOB DESCRIPTION

COMMUNICATIONS OFFICER - SUMMER 2021

Job Title: Communications Officer

Reports To: Marketing Manager

Based at: On-site and Press office

Engagement Period: 26 July - 3 September 2021

Rate of pay: £400/week

Hours: Full time - 35hrs/week

Restrictions: Applicants must be 18+ and have legal right to work in the UK

Context

In 2021, Gilded Balloon, ZOO Venues, Traverse Theatre and Dance Base are collaborating on a brand new Covid-safe outdoor live performance space in the West End of Edinburgh. The new venue will host children's entertainment, comedy, musical theatre and dance performances in a safe and socially distanced outdoor space. The site will also have bars, food from local food vendors and art installations.

About the role

The Communications Officer will support the delivery of press and marketing activity for the new MultiStory venue, alongside that of Gilded Balloon and ZOO Venues. They will assist with the execution of marketing campaigns with a focus on digital communications and provide press assistance including press tickets and cuttings processes. Our ideal candidate is a creative individual who can think outside the box and has a passion for storytelling. We are looking for someone who can work well on their own and as part of a bigger team, and who isn't afraid to put forward their ideas.

Duties include:

- Creating a database of innovative content to promote the MultiStory venue and its shows to create maximum engagement on digital channels
- Identifying exciting photo and video opportunities throughout the festival
- Copywriting for marketing materials including e-newsletters and press releases
- Contributing to and updating web content, ensuring the MultiStory website is always up-to-date
- Assisting with the creation of digital advertising campaigns
- Assisting with press tickets and cuttings processes

- Creating a social media content calendar and scheduling digital content on a variety of platforms
- Tracking and reporting campaign performance through use of analytics
- Liaising with stakeholders to ensure all content meets brand guidelines
- Assisting with the installation and de-installation of signage and on-site marketing materials
- Completing other reasonable duties as requested.

What we are looking for...

- Experience of content creation, preferably in a festival or live entertainment environment
- Experience of using content management systems
- Excellent written and verbal communication skills
- Exceptional copywriting skills with a strong attention to detail
- A passion for digital, a knowledge of behavioural trends and always on the look out for how to engage potential customers in innovative ways
- Experience of using Adobe CC including Photoshop and basic video editing skills using Premiere Pro
- Confidence working individually and as part of a team
- Available to work a variety of hours including evening and weekends throughout the contract period
- Photography experience

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

- Previous experience of filming video content
- Knowledge of press tickets and cuttings processes
- Previous experience of working at a festival
- A passion for the arts

How to Apply...

Send a CV and cover letter to michael@gildedballoon with subject line 'Communications Officer' by Friday 16th July. We encourage applicants to apply sooner rather than later.

Recruitment Process

- Due to the short timeline, interviews will take place on Zoom in July as and when we receive applications.
- Gilded Balloon is an equal opportunities provider and encourages applicants from diverse backgrounds. Email us if you would like a copy of our Equality, Diversity and Inclusion Policy.