



MARKETING COORDINATOR - JOB DESCRIPTION

Job Title: Marketing Coordinator

Reports To: Marketing Manager

Based at: GB head office, GB Fringe Venues with flexibility for home/remote working except during event periods

Contract type: Fixed Term Contract

Date: April - September 2026

Salary: £14.50 per hour

Terms: Hours will vary depending on the project period and a schedule of work will be agreed in advance. Planning weeks will require between 14 - 35 hours per week. During the Festival Fringe event period contract hours required will increase to a maximum of 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. For Fringe 2026 we are excited to return to our newly renovated venue hub, Teviot Row House as well as present a programme of shows at Patter House and the National Museum of Scotland. We produce comedy and live events year round across Scotland, as well as our new year round venue - The Gilded Saloon!

About the role

The Marketing Coordinator will play a key role in delivering Gilded Balloon's marketing campaign in the lead up to and during the Edinburgh Festival Fringe 2026 and other year-round projects. This role will focus on coordinating on-site materials and print, and overseeing our street team during the festival as well as coordinating marketing for our year-round venue The Gilded Saloon, while also assisting with the wider festival marketing campaign from planning to execution.

Key Duties and responsibilities:

- Create a range of marketing materials including print and signage in collaboration with both internal teams and external suppliers.
- Coordinate the street team - build rotas, plan flyering schedules and communicate with visiting companies and assistants to meet objectives.
- Oversee the delivery, organisation, storage and installation of print such as flyers and posters.
- Coordinate the design and production of on-site branding including listings, poster boards and directional signage.
- Coordinate the installation and take down of signage, keeping track of item condition and reusability, and liaising with external companies to ensure installs happen on time and are up to standard.
- Liaise with designers, printers, suppliers and partners to ensure marketing opportunities are maximised and deadlines are met.
- Collaborate with the wider team to implement engaging marketing opportunities both online and on-site, encouraging collaboration between Gilded Balloon and our visiting companies.
- Support with video editing for tours and year-round activity at The Gilded Saloon.
- Lead on marketing activity at The Gilded Saloon across digital ads, print, email, SEO and reporting
- Complete other reasonable duties as required.

What we are looking for

- Relevant experience in a similar marketing role within the arts, festival or live entertainment sectors.
- Knowledge and understanding of the Edinburgh Festival Fringe.
- Knowledge and understanding of troubleshooting issues of artists and/or agents and the ability to problem-solve creatively.
- A keen eye for detail with excellent copywriting and proofreading skills.
- Knowledge and understanding of graphic design software such as Photoshop, Canva or Figma.



- Experience managing digital ads (eg. Facebook Ads, Google Ads).
- Experience reporting on marketing activity, tracking key performance indicators and measuring impact of marketing campaigns.
- Video editing experience for social media content.
- Excellent communication and relationship management skills.
- Proficient computer skills in particular using Word, Excel, Google Docs.
- Initiative when working individually and as part of the wider team.
- A passion for the arts and entertainment industry, with a positive and proactive work ethic.
- An organised and reliable approach to work.
- Confidence to contribute ideas creatively.
- Available to work a variety of hours including evening and weekends (particularly in the run up and during the Festival).

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

- Knowledge and understanding of the worldwide festival landscape.
- Knowledge of the UK comedy circuit.
- Proficient IT skills using both Mac and PC computers.
- 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 marketing@gildedballoon.co.uk. In addition to your application, please also complete our Equal Opportunities Monitoring Form [here](#)

Deadline for applications 12pm, Friday 10th April 2026

General Recruitment Information

- 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.
- We expect a high volume of applications for this role and advise applicants to apply sooner rather than later.
- We are unable to contribute to accommodation, living and travel expenses.
- 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.