



MARKETING & PRESS ASSISTANT - JOB DESCRIPTION

Job Title: Marketing & Press Assistant

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: July - September 2026

Salary: £12.71 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 Press & Marketing Assistant will assist in the delivery of Gilded Balloon's Fringe marketing and press campaigns in the lead up to and during the Edinburgh Festival Fringe 2026.

Key Duties and responsibilities:

- Assist the press and marketing teams with the development, planning and implementation of strategies to raise awareness of the Gilded Balloon brand, our venues, shows and events.
- Assist with producing a wide range of marketing collateral including print, outdoor and digital with colleagues and external suppliers.
- Assist with the installation of on-site branding in line with venue signage and poster board plans.
- Assist with monitoring, logging and reporting press coverage
- Keep review boards up to date at each venue.
- Greet and welcome artists, agents and journalists in the onsite office
- Support with ad hoc design work during the festival such as listings, review flashes and digital screens
- Support during press and marketing events during the festival including our press launch and closing party
- Building and copywriting email newsletters throughout the festival, highlighting upcoming shows, events, ticket deals and general updates
- Complete other reasonable office duties as required.

What we are looking for

- An interest in working in a marketing and/or press role within the arts, festival or live entertainment sectors.
- Knowledge and understanding of the Edinburgh Festival Fringe.
- A keen eye for detail with excellent copywriting and proofreading skills.
- Excellent communication and relationship management skills.
- Proficient computer skills in particular using Word, Excel, Google Docs.
- Use of 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.



- 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 graphic design software such as Photoshop, Canva or Figma.
- Knowledge and understanding of the worldwide festival landscape.
- Knowledge of the UK comedy circuit and its media landscape.
- Proficient IT skills using both Mac and PC computers.
- 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.