



Advertising Sales Officer (fixed term)

Closing date: 10:00 on Wednesday 28 January 2026
Interview date: Thursday 05 February 2026
Start date: Tuesday 17 March 2026
End date: Friday 11 September 2026
Location: Office based, central Edinburgh

The idea at the heart of the Edinburgh Festival Fringe is simple: anyone with a desire to perform and a venue willing to host them is welcome. No individual or committee determines who can or cannot perform at the Fringe.

It all began in 1947 with eight companies – six of them from Scotland – taking a risk, turning up uninvited and performing on the ‘fringe’ of the inaugural Edinburgh International Festival. Over 75 years later, the Fringe has grown to become one of the greatest platforms for creative freedom in the world.

The [Edinburgh Festival Fringe Society](#) was founded by artists to nurture and uphold the Fringe's values of inclusivity, experimentation and imagination. We exist to support, advise and encourage everyone who wants to participate in the Fringe, provide information and assistance to audiences, and celebrate the Fringe and what it stands for all over the world.

As a registered charity, the Edinburgh Festival Fringe Society relies on diverse revenue streams to support its work. This includes advertising sales within the official printed programme, the website, public email bulletins and through initiatives like the ‘Services Directory’ resource, for artists.

The Advertising Sales Officer sits within the Marketing, Communications and Sponsorship team, reporting to the Sponsorship Manager, and plays a key role in supporting the Edinburgh Festival Fringe Society’s revenue generation by managing the sales and delivery of advertising across both digital and printed assets. This role is responsible for ensuring that artists, companies, and corporate partners receive a high-quality service and that campaigns are delivered accurately.

Role and responsibilities

The successful candidate will perform a wide range of duties, including but not limited to:

- management of advertising bookings from our artist and corporate rate cards, for printed programme and website/digital assets
- generate new corporate advertising revenue through pro-active outreach (LinkedIn / networking)
- account management of all advertising bookings, from booking to completion, including set up of website advertising campaigns (via Google Ad Manager)

- regular internal reporting on campaign progress to key teams, as well as external reporting to bookers
- working closely with the Marketing, Communications and Sponsorship content team to leverage opportunities to promote advertising opportunities to external stakeholders
- supporting the successful delivery of other sales initiatives, such as the digital Service Directory, and printed Local Business Directory, as required
- attendance at events to represent the Fringe Society, network and leverage new revenue opportunities.

Person specification

Essential

- Experience in sales and account management, preferably advertising sales.
- Strong organisational skills with excellent attention to detail.
- Confident communicator with the ability to effectively manage relationships with artists, companies and corporate clients alike.
- Highly IT literate and comfortable working across a range of platforms, with the ability to troubleshoot independently.
- Ability to work under pressure and manage multiple deadlines during a busy festival period.

Desirable

- Experience selling a variety of print and digital advertising packages, with an understanding of impression-based sales.
- Experience with Google Ad Manager – building, monitoring and reporting on campaigns.
- Experience working within a performing arts festival / venue, major events, tourism or hospitality environment.

Rate of pay and hours of work

The rate of pay for this post is £14.55 per hour.

Normal working hours 35 hours a week, worked from 10:00 to 18:00, Monday to Friday with a one-hour unpaid lunch break. In the run up to and during the festival you may be required to work different hours in response to business needs.

We are a flexible working employer and therefore are happy to discuss flexible working at any stage of the application process. We are unable to offer full remote working for this position, however we can offer hybrid working with a base in our Edinburgh offices. We can also offer varied start and finish times and core hours with flexibility around them.

We use positive action under section 159 of the Equality Act in relation to disability or race. This means that if we have two candidates of equal merit in our process, we will seek to take forward the D/deaf, disabled, Black, Asian or ethnically diverse candidate in order to diversify our staff team.

The Fringe are active members of the Festivals Edinburgh Sustainability Working group and include climate action as one of the headline targets in the [Fringe development goals](#). As part of the commitments of this work, all Fringe staff members are expected to assist with the Fringe Society's environmental goals and consider these in all elements of your work.

We are also committed to maintaining the open-access policy of the Edinburgh Festival Fringe. We are an equal opportunity employer and welcome applications from all sectors of the community. We are also proud to be a Disability Confident Employer and aim to successfully employ and retain disabled people and those with health conditions. We expect employees to support these commitments and to assist in their realisation.