



## Digital Marketing Assistant (fixed term)

**Closing date:** 10:00 on Monday 11 May 2026  
**Interview date:** w/c 18 May 2026  
**Start date:** Wednesday 24 June 2026  
**End date:** Wednesday 30 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.

Our digital channels are central to our work and how we engage with a wide range of audiences, including members of the public, artists, arts industry professionals, media and Fringe Friends. We are seeking to appoint two creative, proactive and passionate Digital Marketing Assistants, who will support the digital marketing team in producing engaging and high-quality content for our social media channels, including TikTok, Instagram and YouTube.

You will play a hands-on role in capturing and creating content, from filming performances and artist interviews to scheduling posts and supporting campaign delivery. Working closely with the Digital Marketing Manager and Digital Marketing Coordinator, you'll help deliver our digital content strategy in the lead-up to and throughout the Fringe.

This role will also support the migration of content to our new website, launching at the end of September, ensuring content is accurate, accessible and optimised.

### Role and responsibilities

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

- Collaborating with the marketing team to produce high-quality, engaging and on-brand video content for the Fringe social channels.
- Filming performances, artist and audience interviews for social media.
- Providing support in keeping digital and social media plans up-to-date.
- Using social media management tools to optimise posting and engagement.



- Collaborating with other team members to draft copy and ensure our content is on brand and reflects our tone of voice.
- Supporting with setting up and operating video and sound equipment for recordings and livestreams.
- Supporting website content migration and optimisation (including metadata and accessibility).
- Ensuring content on the new website is accurate and up-to-date.
- Monitoring and responding to social media and inbox enquiries.
- Escalating queries appropriately to relevant team members.

### **Person specification**

#### Essential

- Experience in creating exciting and high-quality content for social channels that drives engagement.
- Ability to creatively and effectively capitalise on social media trends
- Experience managing social media channels, including Instagram and TikTok.
- Exceptional organisational skills and an ability to handle and prioritise multiple projects at any one time, taking initiative where appropriate.
- Ability to work in a busy and fast paced environment.
- Strong communication and collaboration skills.
- Experience of using Capcut, Canva or other similar creative tools.

#### Desirable

- Experience using a Content Management System to upload/edit web content.
- Understanding of the need for compliance with brand guidelines, tone of voice and impartiality principles.

### **Rate of pay and hours of work**

The rate of pay for this post is £13.45 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 additional days and hours.

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 remote working for this position. We can 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.