



Digital Marketing Assistant

Closing date: 10:00 on Monday 09 June

Interview date: w/c 16 June

Start date: Monday 14 July 2025

End date: Tuesday 26 August 2025

Location: Office based, central Edinburgh

Background

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, second only to the Olympics in terms of global ticketed events. In 2024, 3,745 shows took place in 296 venues across Edinburgh.

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.

Role and responsibilities

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

The successful creation of digital content will help us extend our reach, deepen engagement with our audiences and improve the support we provide to artists.

From filming performances and interviews with artists to scheduling content to post on social media platforms, the successful candidate will proactively support the Digital Marketing Manager and Digital Marketing Officer in the delivering the digital content strategy in the lead up to and during the Festival Fringe.

Reporting to the Digital Marketing Manager, the role sits within the wider Marketing and Communications Team, which is responsible for promoting the Fringe year-round to key stakeholders, and generating public, financial and political support for our charitable activities.



The department has a broad portfolio of channels and platforms that support a wide range of digital projects which are conceived, developed and promoted in conjunction with other teams and departments. The successful candidate will be enthusiastic and proactive in collaborating with team members to create content for our digital channels.

Role and responsibilities

- The successful candidate will perform a wide range of duties, including but not limited to:
- Collaborate with the marketing team to produce high-quality, engaging, and on-brand video content for the Fringe social media platforms
- Film performances and interviews with artists and audiences for TikTok and Instagram to create engaging content for our channels
- Provide support in keeping digital and social media plans up-to-date
- Using social media management tools to schedule content to go live on social platforms to maximise reach and engagement
- Effectively collaborate with other team members to draft copy and ensure our content is on brand and reflects our tone of voice
- Support the Digital Production Coordinator in setting up and operating video and sound equipment for live streaming events
- Uploading, saving and organising digital content on the Fringe database

Person specification

Essential

- Creative mindset with a proactive and solution-driven approach
- A passion for creating exciting and engaging digital content for social media platforms
- Experience posting on social media platforms, including Instagram and TikTok
- Experience using video editing software to create short videos for social media
- 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

Desirable

- The ability to communicate effectively with internal teams and external partners
- Understanding of the need for compliance with Fringe Society brand guidelines, tone of voice and impartiality principles.
- Previous experience capturing and creating content for festivals or events.

**Rate of pay and hours of work**

The rate of pay for this post is £12.60 per hour.

Normal working hours are 35 hours, worked from 10:00 to 18:00, Monday to Friday, with a one-hour unpaid lunch break.

From Monday 29 July to Sunday 25 August your hours will increase to 42 hours worked between 09:00 and 21:00 over six days between Monday and Sunday. Your working hours will be organised according to a rota system which the Society will notify you of in advance of the Fringe.

In the run up to and during the festival you may be required to work additional days and hours. Any additional work will be mutually agreed in advance and will be paid at the standard hourly rate. This role will be based from our Edinburgh offices but you will also attend events and shows, and visit venues to film content. 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.