



## Marketing Coordinator (Maternity Cover) (fixed term)

<b>Closing date:</b>	10:00 on Thursday 26 March 2026
<b>Interview date:</b>	Wednesday 08 April 2026
<b>Start date:</b>	Wednesday 13 May 2026
<b>End date:</b>	Friday 19 June 2027
<b>Location:</b>	Hybrid, with office based in 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.

Reporting to the Digital Marketing Manager, the Marketing Coordinator is responsible for a wide range of graphic design projects, such as the iconic Fringe programme and the Fringe Review of the year and contributes to the creation and development of the annual Fringe marketing campaign, as well as year-round marketing campaigns.

The Marketing Coordinator will play a key role within the marketing team by supporting the creation and optimisation of new website for the Edinburgh Festival Fringe and the implementation of a new CRM system for the Fringe Society. Due to the cyclical nature of the event, the responsibilities outlined below are carried out during specific periods of time across the year.

### Role and responsibilities

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

- working closely with the Head of Marketing, Communications and Sponsorship, the Digital Marketing Manager and external creative agencies to plan and deliver all elements of the Fringe marketing campaigns
- designing and producing of key Fringe Society / Fringe publications and marketing collateral
- supporting the development of the new Edinburgh Fringe website by working closely with the Digital Marketing Manager on content migration and SEO activity



- supporting the management and on-going update of website content using the CMS system, ensuring accuracy, consistency, and alignment with the Fringe brand guidelines and style guide
- supporting the administration and day-to-day management of the CRM system, including data updates, segmentation, campaign setup and automation
- managing the production of the iconic Fringe programme including:
  - planning a detailed timeline and set deadlines to ensure project success and project managing changes and mitigating against unexpected issues during production to ensure timely delivery
  - managing the relationship with agencies, suppliers and designers to ensure the print production process is on time and budget
  - liaising with internal teams on the creation of the introductory editorial pages
  - collating design assets from artists, sponsors, partners, creative agencies and internal stakeholders, and manage their placement within the programme
  - reviewing all advertising artwork submissions to ensure specifications are correct
  - assisting with design / typesetting where required
- supporting the digital content team with content creation and social media management
- managing the marketing email inbox, replying to enquires in a timely and professional manner and passing on anything to the appropriate teams within the Society.

### **Person specification**

#### Essential

- Experience in using Adobe InDesign and Photoshop to create marketing assets.
- Experience in using CMS and CRM systems to create and update new website content and manage digital marketing campaigns.
- Strong attention to detail and experience of working on design projects containing a wide range of information, data and specifications.
- Excellent project management skills and the ability to manage multiple workstreams at once while carrying out projects on time and within budget.
- Strong communication skills and the ability to work with a wide range of internal teams and external agencies and stakeholders.
- Creative mindset with a proactive and solution-driven approach.

#### Desirable

- A background in the culture, tourism or charity sector.
- Experience in working in a busy marketing department or agency.
- Experience in using Umbraco content management system.
- Experience in using social media management tools.

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

The rate of pay for this post is £28,000 per annum.



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 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.