Senior PR and Marketing Manager (permanent)

Closing date: 17.00 on Thursday 26 November 2015
Interview date: Tuesday 08 December 2015
Start date: January 2016

Background

The Edinburgh Festival Fringe is an open-access festival and is the greatest arts festival in the world. In 2015, 27,918 participants staged 50,459 performances of more than 3,314 shows with an estimated 2.3 million tickets issued.

The Edinburgh Festival Fringe Society is the company that organises the structure which underpins the Edinburgh Festival Fringe. The Society exists to advise, support and encourage all participants at the Fringe, to provide comprehensive information services, including ticketing, to its participants and the public, and to promote the entire Fringe as a festival in the context of Edinburgh and its other festivals. The aim for the Fringe Society is to assist audiences, performers and venues to navigate the challenges of their involvement and maximise the benefits of their visit to the Edinburgh Festival Fringe.

Based within the Marketing and Sponsorship team and reporting to the Head of Marketing and Sponsorship, the Senior PR and Marketing Manager is primarily responsible for PR strategy supporting both the Fringe as a whole and the Fringe Society as a business, providing media and marketing advice to venues and participants, the day to day running of the Media Office operations and providing support on the delivery of marketing strategy and marketing campaigns.

Leading up to and during the Fringe, the Edinburgh Festival Fringe Society provides a media centre for performers and journalists. The Senior PR and Marketing Manager is responsible for the day to day running of the Media Office including line management of a temporary team. As an open access festival, and an impartial organisation, the media office assists journalists to find what they are looking for without ever recommending, or making value judgements about specific shows, and provides one-to-one participant support and advice.

The Edinburgh Festival Fringe Society is committed to reducing its environmental impacts in its everyday operations. 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 also participate in the Two Ticks – Positive about Disabled People scheme. We expect employees to support these commitments and to assist in their realisation.

Role and responsibilities

In conjunction with the Head of Marketing and Sponsorship, and supported by a seasonal media team, the successful candidate will perform a wide range of duties. These include but are not limited to:

- Working with the Head of Marketing and Sponsorship to develop and implement targeted strategies to raise the local, national and international profile of the Fringe
with audiences, performers and the industry; and the Fringe Society as a business, industry leader and charity.

- Developing and maintaining close relationships with all sectors of the media (UK and international) and maintaining a media contacts database.
- Increasing media coverage across all platforms.
- Monitoring and evaluating media coverage and producing comprehensive reports on activity and outcomes, including monitoring ROI.
- Supporting international strategy and international engagements with targeted in country media strategies.
- Supporting marketing campaigns with creative media ideas.
- Developing and implementing plans for media coverage of Fringe Society initiatives such as the Schools Poster Competition.
- Working closely with Festivals Edinburgh on joint festivals marketing and PR and international media visits.
- Writing and distributing media releases.
- Dealing with media enquiries.
- Planning and staging the launch of the Fringe Programme.
- Liaising with venues and producers to help coordinate their plans to ensure that they maximise their potential media coverage, as well as ensuring a coordination between the plans of different venues and producers.
- Managing media interview requests received by the Society. This will involve identifying, within agreed parameters, how to handle the request as well as helping the Chief Executive and others to prepare ahead of all interviews.
- Drafting speeches for delivery by the Fringe Society’s Chief Executive and others.
- Recruiting and managing the seasonal media team including arranging appropriate training, organising rotas and ensuring the team are briefed daily on all relevant developments.
- Providing senior marketing support to the Head of Marketing and Sponsorship and the wider marketing and sponsorship team.

The Senior PR and Marketing Manager will also lead the media team to deliver a range of services which will include, but not be limited to:

- Arranging one to one advice sessions with performers before and during the Fringe.
- Managing the implementation and maintenance of a robust media accreditation system.
- Arranging and managing events such as “How to Sell Your Show”.
- Arranging and managing the “Meet the Media” event at the start of the Fringe.
- Providing an efficient media ticket request process.

Person specification

Essential

- Demonstrable PR and Marketing experience working at a similar level.
- A proven track record of success in the creation and execution of effective media campaigns.
- Experience of managing marketing campaigns (print and digital).
- An understanding of the arts media landscape with an established network of relevant contacts.
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- Broad knowledge of all media platforms including print media, broadcasting, online media and social media networks.
- Knowledge and understanding of the Edinburgh Festival Fringe.
- Experience or understanding of how to sell a show at the Edinburgh Festival Fringe, utilising innovative methods to stand out from the crowd.
- Excellent writing skills with experience in drafting news releases and speeches.
- Strong communicator with excellent presentation, negotiating and networking skills.
- The ability to network and gain the trust of individual journalists.
- A creative thinker with a willingness to try new approaches
- Experience of recruiting, line managing and training a team.
- Excellent IT skills with a thorough knowledge of Microsoft Office.
- Experience of media monitoring tools, evaluation and report writing.
- Thorough, accurate and with excellent attention to detail.
- Creative and flexible in response to problem-solving.
- Excellent organisational and time management skills and the ability to prioritise conflicting demands across a varied workload.

Desirable

- Event management experience.

Salary and benefits
The salary for this post is circa £33,000 per annum plus 4.5% employer pension contribution, 28 days holiday per year plus 6 public holidays.

Normal working hours are 10:00 to 18:00, Monday to Friday. Some additional evening and weekend work may be required, particularly during the festival period. There is no overtime entitlement, but the Society does maintain a TOIL policy.

How to apply

If you would like to apply for the position please download and complete the application form and email it to recruitment@edfringe.com or print it out and post to:

Recruitment
Edinburgh Festival Fringe
180 High Street
Edinburgh
EH1 1QS

Dates
- The deadline for applications is 17:00 on Thursday 26 November 2015. We will not accept late applications.
- Interviews for this post will take place on Tuesday 08 December 2015.
- The start date is January 2016.
Further information:

- Please complete the application form electronically.
- Your details will be kept on file for six months, after which they will be confidentially destroyed.
- If you require any assistance in completing the application form please contact recruitment@edfringe.com.

Thank you for your interest in the Edinburgh Festival Fringe.