



fringe
society

Head of Marketing, Communications and Sponsorship

The Black Blues Brothers (2022) Assembly
Photo: David Montieth-Hodge

Head of Marketing, Communications and Sponsorship

Closing date: 10:00 Monday 16 January 2023
Interview: Week commencing 23 January 2023
Start date: April 2023

Salary: The salary range for this post is £45,000 - £50,000 per annum.
Pension: 4.5% employer pension contribution.
Leave: We offer 34 days annual leave including six public holidays.
Reports to: Chief Executive



Fantastically Great Women Who Changed the World (2022), Pleasance
Photo: David Montieth-Hodge

Who we are

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 the greatest platform for creative freedom in the world, second only to the Olympics in terms of global ticketed events.

The Edinburgh Festival Fringe Society is the charity that was established in 1958 by artists to protect the founding principles of the Fringe and to be the glue that binds together the Festival's thousands of moving parts. We exist to support, advise and encourage everyone who wants to participate in the Fringe, provide information and assistance to audiences, and promote the Fringe and what it stands for all over the world.

As we emerge from the significant impact of Covid on the culture and events sector, the Edinburgh Festival Fringe Society faces a significant and ongoing challenge in stabilising the future of our own organisation and rebuilding for the future; a Fringe Society and Fringe committed to our core principles of access, fairness, inclusion, sustainability, aligned to our Vision and Values and [Fringe Development Goals](#).



About the job

You'll lead on all of the Fringe Society's marketing and campaign activities, working with an in-house team and external agencies and partners, to showcase the Fringe to the world and attract diverse artists and audiences from across the globe. You'll ensure the small charity that underpins the Fringe and holds the core brand has the marketing and communication skills and resources in place to deliver the best service possible to a wide range of stakeholders.

Following the 75th anniversary celebrations, and as the Society continues to recover from the pandemic, you will help continue to position the Fringe as a truly global festival rooted in Edinburgh and Scotland. Working across the charity you will lead on the development and rollout of a variety of activities, tailored to a wide range of audiences – from the general public to artists, local communities and residents, stakeholders, sponsors and policymakers.

Leading up to and during the Fringe, the Society provides a media centre for artists and over 1,000 of the world's media, including providing media and marketing advice to venues and participants. You will recruit and implement a team to deliver this key service to media and artists, finding the talent and expertise to run this vital team effectively.

The Fringe Society has many stakeholders, and you will work with the Chief Executive and wider team to ensure our core brand, messaging, tone and statement of intent is clear, concise and relevant to all. This includes managing our PR and Media engagement with local, national and international print, broadcast and digital media partners.



Muse by Flip Fabric (2022) Assembly
Photo: David Montieth-Hodge

In this job you will:

- Lead the strategy development and delivery of all Marketing, Communications and Sponsorship activity for the Fringe Society, aligned to the Vision and Values and in service to our Fringe Development Goals.
- Lead the content and campaign strategy annually for both the Festival and the Fringe Society, with an evident understanding of the balance between the brand of the festival and the brand of the Fringe Society.
- Be creative and bold in ensuring that our brand and associated PR remains Fringe-y; as a charity supporting an arts event you will be responsible for a range of 'identities' throughout the season and you will work internally and with creative agency partners to ensure the Fringe is seen and heard, each and every year.
- Lead your team to support colleagues across the Fringe Society in the communication of core services, from the general public, to artists, venues, residents, communities, political stakeholders and policy makers, industry and supporters. Your team provide a vital internal service across the Fringe Society and you will ensure this is effective and collaborative.
- Lead on the engagement and activation of sponsors and partners to maximise investment and brand alignments – you will work with colleagues to identify assets and opportunities and support the Sponsorship Account Manager to ensure effective and successful delivery of agreed activations. You will work with existing supporters and help develop and grow new opportunities.





Malachi Frost, Fringe street events
Photo: David Montieth-Hodge

- Work across the organisation to maximise revenue generation where appropriate – this includes retail and merchandise, advertising and Street Events activations. You will support creative ideas and data driven decision making and encourage collaboration and cross team working, ensuring the Fringe Society can generate required revenue always aligned to our values.
- Work with colleagues and the wider Fringe to understand how we can grow corporate/private investment for artists, venues and industry professionals, utilising the talent and expertise of the Fringe community for our mutual benefit and distributing the power of the Fringe Brand in an equitable and effective way.
- Be interested in data, research, insights and iterative development, and lead on both our annual research programmes and develop relevant and valuable new research initiatives, alongside everyday data insights from ticketing, communications and other channels for feedback.
- Collaborate with colleagues managing digital platforms and content to ensure these vital channels provide the best opportunity for the Fringe Society to deliver both the service and support required.
- Activate and support a seasonal team, working from our participants centre during August, to offer a high quality, easy to use and efficient media service to artists, venues, promoters and media professionals. You will collaborate with the Artist Services team to ensure this service aligns to the needs of artists.
- Develop and implement a new broadcast strategy for the Society. Ensure engagement with traditional broadcasters, while leveraging interest from, and conversion across digital streaming networks.

About you

- Demonstrable experience working at a similar level in an agency, organisation or event of comparable reputation nationally and internationally. If this is arts and/or Scotland based then this is helpful but it is not essential. A strong network of media contacts and existing relationships is desirable.
- A collaborative and confident relationship manager, able to work with a range of partners (internal and external) to mutual benefit and in line with the values of the Fringe Society. You will need strong written and verbal communication skills to support this.
- A confident project manager, able to hold responsibility and strategic objectives alongside delivery in an often deadline driven environment. This will include budgeting, revenue management, cross team activation and contract negotiation.
- Confident in your data analysis skills and ability to assess the relevance and purpose of research and insights with the expertise required to comprehend and respond effectively to results in a strategic way.
- A supportive and nurturing leader, with strong skills in developing your team's potential and skills, confident to take risks and learn collaboratively and able to manage change and uncertainty for yourself and your team.



Additional information

Normal working hours are 10:00 to 18:00, Monday to Friday. Some additional evening and weekend work may be required. There is no overtime entitlement, but the Society does maintain a TOIL policy outwith the festival period. We are a flexible working employer and therefore are happy to discuss flexible working at any stage of the application process. We would also be happy to consider this role as a secondment opportunity.

During the festival you may be required to work six days a week (42 hours). Due to intense activity during certain periods of the year, the fact that no TOIL is accrued during the festival period and that only six public holidays are recognised, the Society feels that employees benefit from an extended holiday over the Christmas and New Year period. The Society will award six "Festival Fringe" days over and above your annual holiday entitlement to count towards this period.

Some overnight travel outside Edinburgh, and attendance at events outside normal working hours, may be required.

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 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 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.



BOGEYMAN (2022), Pleasance
Photo: David Monteith-Hodge



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