

# Press and Marketing Manager

We are seeking a **Press and Marketing Manager** to lead the marketing, press, and branding efforts for Bedlam Fringe 2026. This role is ideal for a creative and strategic individual with a strong interest in the arts and an understanding of the wider cultural landscape. The successful candidate will play a crucial role in promoting the venue and its Fringe programme, ensuring maximum visibility and engagement. This is a hands-on creative role where you will be designing, writing and publishing, not just strategising. This position is ideal for someone with practical marketing and design skills, a strong interest in the arts, and an understanding of the Edinburgh Fringe landscape.

**To apply**, please submit a CV and answer our application questions via our [application form](#) by **17:00 14 April**. We will notify shortlisted candidates by **18 April**, with interviews scheduled for **21 and 22 April**.

## Availability and Compensation

The contract will run from **April to September 2026**, with an initial planning phase from April to June, during which the Press and Marketing Manager will develop and implement branding and publicity strategies, manage Bedlam Fringe's social media presence and digital platforms, liaise with participating shows to support their marketing efforts, and design the digital Bedlam Fringe programme and other promotional materials. This phase is remote, with an anticipated commitment of **10 hours per week**, allocated flexibly in consultation with the Production Manager [but usually skewed towards 20 hours per week in July, and 5 hours in April/May](#).

During the festival period, from **7 to 30 August**, the Press and Marketing Manager will organise a the press launch, ensure the visibility of Bedlam Fringe's marketing, support participating shows with their promotional efforts, coordinate press and reviewers, adjust marketing strategies based on ticket sales, and maintain regular updates across social media and the website. They will be expected to work an average of **20 hours per week**, with the possibility of additional duty management shifts depending on availability.

Following the festival, they will be responsible for finalising marketing documentation, compiling reports, and handing over all social media assets, branding materials, and relevant documentation to the Production Manager and the EUTC committee.

This is a **freelance contracted role**, offering an **hourly rate of £16 gross**, paid monthly upon receipt of an invoice. Full contract terms will be provided at the interview stage.

## Key Responsibilities

1. Planning and delivering effective digital communications, including email marketing, social media (Instagram and Facebook, with options for others), website & other applicable channels.
2. Production of content and copy across our website, social media, and printed publicity.
3. Creation of branding and venue specific publicity, such as a digital Bedlam Fringe programme, venue signage, the show lanyards and staff uniforms.
4. Organising and running the press launch.

5. Keeping in contact with the visiting companies and responding to their marketing needs accordingly.
6. Answering queries from reviewers and show producers.

## Key Relationships

1. **Production Manager (supervisor):** Coordinate on branding, messaging, and show-specific marketing
2. **Venue Manager:** Ensure smooth integration of the branding into the Front of House presentation of the venue and coordinate the press launch.
3. **Visiting Companies:** Understanding and responding to their publicity needs.

## Essential Criteria

1. Commitment to delivering a world-class festival experience.
2. Enthusiasm for Bedlam Fringe and a drive to support its ongoing development.
3. Practical content creation skills such as **graphic design, copywriting, press liaison, and social media management.**
4. Strong **attention to detail** and ability to produce high-quality marketing materials.
5. **Excellent time-management skills** and ability to meet deadlines.
6. Strong interpersonal skills to liaise effectively with show teams and press.
7. **Self-motivated**, able to work independently and collaboratively as part of a team.
8. **Excellent communication skills** and ability to build professional relationships.
9. Ability to handle **confidential information** when required.
10. Willingness to **learn new skills** and undertake relevant training.
11. Ability to work **flexible hours** to accommodate the festival schedule.

### If undertaking additional duty management shifts:

12. Provide excellent **customer service** to audience members.
13. Act as a **fire steward and first aider** (training provided).
14. Oversee venue operations, resolve issues, and support performing companies.
15. Ensure performances run smoothly and on schedule.

## Desirable Experience

1. Experience with or knowledge of the Edinburgh Fringe marketing ecosystem (flyering, Fringe Society listings, half-price hut, reviewer culture).
2. Experience in press relations: pitching to reviewers, managing press lists.
3. Experience with marketing analytics and tracking campaign effectiveness.
4. Photography or videography skills.
5. Experience with email marketing platforms.
6. Experience at a student-run theatre like Bedlam, and an understanding of the dynamics between students, the Students' Association, the university, and professionals.