



**Communications
Team
Festival 22**

SUMMERHALL

Summerhall

Summerhall is a world renowned multi-disciplinary arts venue. Summerhall – “One of the world’s great arts venues.” (Mark Cousins, The Guardian 2014) – is a venue for diverse programmes of visual and performing arts. It is a place for all kinds of events, parties, workshops, festivals, weddings and meetings. It is home to a varied community of creative artists and businesses, including a pub, café, brewery and distillery.

Summerhall has fast become a key arts organisation in Edinburgh, at festival time and throughout the year. Its Edinburgh Festival Fringe programmes have “rewired the Fringe” (The Stage), winning multiple Fringe First and Total Theatre awards, and bringing leading theatre-makers to the Fringe.



Communications Team

Our Fringe programme for 2022 will see 105 shows while we will still have over 140 working residents, conducting their day-to-day businesses.

We are looking for four **Fringe 22 Communications Assistants** who will join us early July for a period of two months to help us build our Fringe campaign for 2022.

This is an excellent entry position in cultural marketing and you will work across four different delivery areas as part of our Campaign.

- Digital promotion
- Marketing
- Press PR
- Audience Development

You will report to one of three team leaders

This role will involve daytime, evenings and weekends shifts., so full flexibility is required.

All staff will receive a staff pass, which grants first-come first-served access to shows which are not sold out, and discounted food and drink on some products in Summerhall café & bars





Who we are looking for

This job requires an enthusiastic, confident person who is interested in being part of a Fringe Festival environment.

Essential

Being confident and proactive

Experience of marketing and communications in other roles

Strong copywriting and editing

Awareness of digital platforms and how they work

You should be passionate about theatre, the arts and music and keen to advise and talk to our customers about our programme.

Proactive and takes initiative.

Ability to multitask.

Attention to detail

Desirable

Digital Editing

WordPress or similar web systems



Principle Duties

- Supporting our Communications Team by editing and publishing social media stories and engaging our audience in the build up to and during Fringe 22
- Updating company assets, including digital display, marketing and reviews across our festival venue in collaboration with our Press PR team
- Managing participating company assets across the site ensuring that we offer a fair and unbiased platform for all our companies.
- Cataloguing and compiling all forms of coverage through print, broadcast, and digital campaigns and updating the wider team on key successes and challenges.
- Supporting companies with their audience development plans to help them achieve sell-out success and offering advice sessions for companies who need additional help.
- Responding to Press and Marketing enquiries through inbox, in-person and phone and allocating press tickets through our ticketing platform Red61.
- Engaging in the work our companies and artists are making and supporting their overall Edinburgh experience.
- Acting as brand Ambassadors and making sure the Summerhall vision resonates strongly across our portfolio.

Interested?

Terms

This is a temporary position starting
11th July until 28th August.

Salary

£9.90 per hour

Training

You will need to attend compulsory
staff training between 25th - 27th
July.

12 hours of online training will be
available from 1st July and can be
completed in your own time.

How to apply

To Apply please send in a CV &
Covering Letter to
graham@summerhall.co.uk and
include the following details.

- (1) Your name and where you are
from.
- (2) Details of your experience and
why you think you would be right for
the role.

And answer this question in your covering letter

- (3) To stand out in a busy festival
programme, Fringe shows need to....

We welcome applicants from who
feel they are under-represented in
the arts. If you require this
opportunity in larger print

Closing date 16.06.22

Interviews 23.06.22

