



Pleasance Theatre Trust - Role Pack

Marketing Coordinator (Fringe)

June 2021

1. About Pleasance Theatre Trust
 2. About Our Team
 3. About The Role
 4. Contract Terms
 5. Applications
 6. Equal Opportunities
-

1. About Pleasance Theatre Trust

The Pleasance Theatre Trust is delighted to reopen the gates for the 2021 Fringe.

This year's Festival may be smaller, but its purpose has never been bigger - bringing artists back to the stage and creating opportunities to nurture and support new talent. This is a moment to rebuild and rediscover - embodying the hopeful spirit of our very first year on the Fringe in 1985.

As an educational charity the Pleasance remains fiercely committed to developing careers. In our festival team, those working in the industry stand proudly side by side with those just starting out in the Pleasance Festival Volunteer Programme. Together they support the artists on stage, visiting audiences, and each other.

This year's Covid secure operation puts health, wellbeing and enjoyment at its core - having been carefully designed to adhere to all public health guidance and legislation.

The Pleasance is a place for everyone, built by us, but made unforgettable by you.

Join us.

The Pleasance Theatre Trust is a registered charity - charity numbers 1050944 (England & Wales) and SC043237 (Scotland).

2. About Our Team

The Pleasance is a place for experiences – both on and off the stage. For our team, audiences and performers alike, we want this experience to be positive, lasting and even life affirming. We measure the success of our operation through the delivery of these experiences, not by ticket sales or 5 star reviews. To achieve this, we are looking for people who share our values;

- **Passion** – Our team is driven by their enthusiasm for what they do and why they do it. From this comes a unique energy that fuels us, creates momentum and permeates every facet of the Pleasance.

- **People** – No matter the level of knowledge or seniority, each and every team member has an equal value. Our collective ambitions can only be achieved through the active participation of all. Our team is committed to inclusion, peer-to-peer learning and pro-active support.
 - **Pride** – We are motivated to deliver the highest possible standards with an approach that is as personable as it is professional. Our team takes pride in creating an exemplary environment where participants feel nurtured, engaged, valued and inspired.
 - **Perseverance** – We operate in a fast-paced working environment and take this on with open arms and eyes. Through a positive mind-set, good sense of humour and a “can do” attitude, our teams share both the challenges and rewards of an unparalleled creative workplace.
 - **Progression** – We exist to offer a platform to talented people looking to develop in the creative industries and will work tirelessly to support them in that pursuit. We are a family that is proud to be represented by an inspiring community of alumni that spans the globe.
-

3. About the Role

Role:	Marketing Coordinator
Department:	Marketing
Line Manager:	Marketing Manager
Key Relationships:	Operations Director, Programmers, PR Manager, Technical Department
Contract:	Fixed Term - Freelance

Role Description

The **Marketing Coordinator** plays a key role in promoting the vibrant programme of work at Pleasance Edinburgh and attracting new audiences to the venue.

Working closely with the Marketing Manager, they help deliver the Festival social media strategy across several platforms including Facebook, Instagram and Twitter. They will have an eye for interesting content - including capturing basic photography and video - and a way with words that helps their posts cut through the noise.

On site, the Marketing Coordinator is responsible for maintaining and updating promotional displays. More generally, they will turn their hands to any marketing task, including occasionally assisting visiting productions in strange and wonderful ideas to help them promote their shows.

The Marketing Coordinator will be as organised as they are creative - balancing tight deadlines and scheduled activity with responsive duties. They will be highly personable and use this skill to build rapport with both audiences and artists.

As part of a small 3 person Marketing team whose time is split between London and Edinburgh, the Marketing Coordinator will often be the sole marketing representative on site and so must be comfortable taking personal responsibility and remaining motivated whilst unsupervised.

The ideal candidate will have experience contributing to or managing social media campaigns. They may have experience working on a publication or blog. They will be competent in capturing basic smartphone photography and video, with some advanced skills in these areas being preferable.

Above all, they will have an unrelenting energy and a passion for the performing arts that they are driven to share with others.

Key Responsibilities

Social Media / Digital / Content Creation

- Contribute to the Pleasance's social media accounts, including Facebook, Instagram and Twitter, according to the agreed digital strategy.
- Manage customer service on social media accounts, responding to incoming enquiries.
- Manage changing performance listings on the Pleasance website.
- Contribute to the creation of weekly newsletters as required.
- Capture photography and video assets for use in Pleasance promotional campaigns.
- Liaise with performing companies to generate content ideas.

Site Displays

- Ensure all physical promotional displays on site are maintained and up to date at all times, including daily performance lists and line-up boards.
- Ensure all printed promotional literature is maintained at an appropriate level, where applicable.

Administration

- Facilitate broadcast journalist requests for on-site film and photography, working closely with the PR Manager and Technical department.
- Respond to incoming marketing enquiries, working closely with the Marketing Manager.
- Communicate requirements for graphic design or other marketing assets to the Marketing Manager and Graphic Designer.
- Deputise for the Marketing Manager as required.

Production Support

- Provide direct marketing support to visiting productions, where resources are available.

Volunteer Support

- All members of the Pleasance team have a collective responsibility to those participating in the Pleasance Volunteer Programme, in any department or role, with responsibilities including;

- Maintain a supportive environment and workplace;
- Ensure equal inclusion and participation of all;
- Offer professional advice and support;
- Contribute to a fun and rewarding experience.

General

- Act as a representative of the Pleasance and its values.
- Be responsive to situations as they arise, adapting operations as required.
- Work cross-departmentally to ensure the smooth running of the operation.
- Fulfill ad-hoc duties on behalf of other departments, if required and appropriately trained.
- Ensure that the Pleasance is represented to all visitors as having excellent standards and first class service.

Personal Specifications

Essential Skills

- Experience contributing to social media campaigns, particularly Facebook, Instagram and Twitter.
- Basic photography and videography skills (smartphone or higher).
- Administrative experience, preferably including inbox management.
- Excellent communication skills - written and verbal.
- Personable, approachable and friendly manner.
- Experience working collaboratively and relationship management.
- Experience working to deadlines.
- Resilience working under pressure, calm and an unrelenting good humour.
- Ability to work independently and remain independent.
- A can-do attitude in line with the Pleasance's values.

Desirable Skills

- Experience as part of a venue operation at the Edinburgh Festival Fringe.
- Experience running marketing campaigns, preferably in a theatre or live event setting.

- Advanced photography or videography skills (DSLR or higher), including kit.
 - Video editing and production skills, including kit.
 - Journalistic, editorial or blogging experience.
-

4. Contract Terms

Contract Type: Fixed Term - Freelance

Period of Engagement: 03/08/21 - 30/08/21 inclusive

Key Dates: Get-In Period: 03/08/21 - 05/08/21
Festival Performance Dates: 06/08/21 - 29/08/21
Strike: 30/08/21

Fee: £1800

Payment Schedule: 50% Total Fee on 17/08/21
50% Total Fee by 17/09/21, on completion

Place of Work: Edinburgh, United Kingdom

Schedule of Work: Working on a rotating shift pattern with an average 6 day week during the Period of Engagement. Evening and weekend work are essential in this role.

Right to Work: All applicants must have the right to work in the UK. If you are not a UK citizen and require additional visas or working permissions, please specify this in your application.

5. Applications

To apply, please send your CV and cover letter in .pdf or .doc format by email including the Role in your subject line to:

jobs@pleasance.co.uk

Applicants are also requested to complete the Pleasance Equal Opportunities Monitoring Form at:

<http://bit.ly/PleasanceEqualOps>

Deadline: Applications will be reviewed and interviews held via Zoom or phone on a rolling basis until all roles are filled. Applications will be considered on a first applied, first reviewed basis and interviews scheduled with shortlisted candidates accordingly.

Applications via alternative means such as a video or voice application will be accepted from those who require reasonable adjustments. Please contact us if you wish to discuss this.



Contact: Email: jobs@pleasance.co.uk

 Phone: +44 (0)207 619 6868

 Post: Recruitment
 Pleasance Theatre Trust
 Carpenters Mews, North Road, London, N7 9EF

6. Equal Opportunities

The Pleasance Theatre Trust is an equal opportunities employer and welcomes applications from all sections of the community. In particular, we encourage applications from backgrounds or social groups currently underrepresented in the creative industries.

If you would require any reasonable adjustments at interview or whilst undertaking the role as specified, please highlight this as part of your application and we will be happy to discuss these.
