



## Job Description

# Freelance Press & Marketing Coordinator Edinburgh Festival Fringe 2025

**Job Title:** Freelance Press and Marketing Coordinator

**Reports to:** Lead Producer

**Location:** Edinburgh (Remote)

**Contract terms:** June: approx. half a day per week, July/Aug: approx. 2 days per week, Sep: approx. 1 day per week to a maximum of 20 days across the contract

**Engagement Period:** July-Sep 2025

**Rate of pay:** £2,000 - £3,000 depending on experience

**Submission:** CV and cover letter or a video/voice file (max 5min)

### Overview

Rhymes with Purple (RwP) is a Production Company run by an award-winning Producer, Playwright, and Director. With 20 years of experience working across many genres both in the UK and internationally, RwP specialises in producing for international artists and companies working in theatre, circus, comedy, & dance at the Edinburgh Festival Fringe. The Freelance Press & Marketing Coordinator will assist in creating and delivering RwP's marketing plan for our portfolio of shows at the 2025 Fringe. RwP can work with up to 9 shows at Fringe.

### Responsibilities

- Under direction of the Lead Producer, liaise with the Associate Producer, Production Assistants, and Flyering Coordinator to ensure that clients are provided with the best Press & Marketing for their Fringe run
- Compile Images and Media from clients
- Assist in copywriting, creation and distribution of Press Releases and Electronic Press Kits
- Act as a point of contact for press enquiries and comp ticket requests
- Working with the Associate Producer to manage the Production Assistant, Flyering Coordinator, and Intern

### Required Skills

- Exceptional organisational skills and attention to detail
- Excellent communication both written and verbal
- Creative thinking and imagination
- Comfortable working solo and within a team
- Ability to work flexibly including evenings and weekends during Fringe

**Desirable Skills**

- Dedication and a sense of humour
- Familiarity with Microsoft Office suite including Excel
- Familiarity with Google Docs and Sheets

**Other Information**

- Good flexibility available on days/hours worked
- Venue passes supplied for all show venues
- Excellent networking opportunities
- A great opportunity for an early-career Marketing Professional

**Location**

The successful applicant can work remotely June-July but may be required to be in Edinburgh for some days during the Edinburgh Festival Fringe 2025. Accommodation will not be provided.