



Hi there,

Thank you for your interest in our Press and Marketing Director role at this year's Fringe. As always, this job is essential to the profitability and popularity of the theatre, since Bedlam - as one of the most recognisable brands at the festival - requires an excellent and well-coordinated marketing strategy before and during the Fringe. Because of this, Bedlam requires a competent, organised, and professional individual to develop and manage the large-scale promotional and marketing efforts of Bedlam Fringe 2017.

This position does not simply begin in August, and if successful, you will work part time from your appointment in conjunction with the management team to prepare a marketing strategy for Bedlam Fringe and design our programme. This is unparalleled opportunity to be creative and gain experience in arts promotion. As Press and Marketing Director you will have a great deal of responsibility in delivering a profitable, popular, and critically acclaimed Bedlam Fringe.

A list of key responsibilities and desirable experience follows this letter. I wish you the best of luck with your application, the deadline for which is 5pm on the 20<sup>th</sup> of March. Please email a covering letter and a CV to **[info@bedlamfringe.co.uk](mailto:info@bedlamfringe.co.uk)**

Sincerely,

Conor Marlborough  
Fringe Venue Manager 2017



## **Expectations of Applicants**

1. Have a good knowledge of all aspects of making theatre.
2. Have experience in graphic design for print and web.
3. Have high level of proficiency in Adobe creative applications or similar.
4. Be prepared to work closely with the Venue Manager to develop the Venue's Brand.
5. Have the confidence to cultivate relationships with the media in order to ensure Bedlam is well received.
6. Have some degree of experience in photography, to be used for promotional purposes for the venue.
7. Have experience translating branding to merchandise and uniforms.
8. Be prepared to help unify individual company's branding with the venue's.
9. Be committed to the smooth and pleasant running of the theatre during the Fringe, and the creation of a friendly, exciting atmosphere within the building.
10. Be available in a Part Time capacity from appointment until the end of August.

## **Desirable skills**

1. A very positive attitude towards Bedlam and a strong desire to work for us and to help support future developments to reach consistent standards of excellence.
2. A dedication to delivering a genuinely world class festival programme.
3. A keen sense of creativity and open-mindedness.
4. Ability to plan and prioritise with attention to detail.
5. Good telephone and e-mail manner.
6. Ability to integrate and operate well in a team environment.
7. The ability to build and maintain good working relationships.
8. Good communication and interpersonal skills.
9. The ability to think on your feet and make quick decisions when necessary.
10. A willingness to learn new skills as required and undertake appropriate training.
11. Enthusiasm, self motivation, imagination and ambition.
12. Flexibility in terms of hours worked/shift pattern.

## **Apply**

**Please email your CV and covering letter to [info@bedlamfringe.co.uk](mailto:info@bedlamfringe.co.uk)  
Applications close on the 20th of March at 5pm**