

Marketing Coordinator – Job Pack

About FMP and Shedinburgh

Francesca Moody Productions (FMP) is an **Olivier Award-winning, Tony-nominated production company** whose work in theatre has originated two of the most globally successful television shows of the last decade: *Fleabag* and *Baby Reindeer*.

We make **original theatre, television, film, audio and live events**. We believe in finding the right home for the right story and growing it over time. From tiny fringe theatres to the West End, to the next big Amazon television series and beyond.

We're serious about our work, but we don't take ourselves too seriously. We work with leading writers and nurture new talent to produce **bold, award-winning shows** with **huge potential and something to say** – be it drama, comedy, horror, or musicals. Our work is itch-scratching, big-swinging, and full of heart.

In 2025, FMP launched **Shedinburgh, a new live arts venue and festival** at the Edinburgh Festival Fringe and beyond, offering a curated programme alongside a creative hub for artists. The festival is a crucible for creatives at all stages of their careers, united by a passion for bold storytelling that speaks to today's world.

The Role

FMP is seeking a highly organised and creative individual to oversee the coordination and delivery of marketing and communications across the company, shows, and Shedinburgh.

This is a hands-on role and is ideal for someone who thrives under pressure and is confident working with multiple stakeholders in a fast-paced environment. It will involve balancing logistics, creative thinking and strategic oversight. They must have a good understanding of the marketing landscape within the arts, be personable, a great collaborator and approach their work with a sense of fun.

Job Description

STRATEGIC

- In consultation with the Producing team, plan and execute FMP and Shedinburgh's marketing and press campaigns within set budgets and timelines to drive sales and build audiences.
- Maintain FMP and Shedinburgh's brand identity and tone of voice, ensuring consistency across all marketing materials and channels.
- Act as the key point of contact for venues and partner marketing and communications departments, media agencies, graphic designers, PR and suppliers to ensure all campaign activity is planned and booked, with assets designed and delivered on time.
- Manage the overall campaign budgets and reconcile at the end of campaigns.
- Evaluate and report on the effectiveness of campaign activity, including creating audience surveys and collating box office data to support future planning.
- Coordinate and liaise on marketing and press activity with venues, artists, partners, creative teams, designers, photographers, and other relevant suppliers and stakeholders.
- Oversee all content capture, including photography and videography.

MARKETING AND PRESS

- Lead and oversee on-sale for all FMP and Shedinburgh shows.
- With the Producers and key stakeholders oversee the delivery of key artwork and copy including creating and editing assets as required.
- Oversee the delivery of the Shedinburgh brochure.
- Manage CRM and email communications: scheduling, creating and booking mailout campaigns.
- Oversee social media channels, including planning and scheduling content, building relationships with influencers and liaising with external social media agencies on show specific channels.
- Maintain relationships with all major ticket agents and oversee set up and on sale, including negotiating commissions and delivering required artwork.
- Work with digital marketing agencies on paid-for social and search advertising, ensuring campaign activity is booked, assets are supplied on time, and tracking is in place to maximise sales.
- Coordinate shoots, media calls and the creation of phone-based content with artists, creative teams and external freelance videographers and photographers.
- Take editorial ownership of show programmes and programme playtexts for FMP shows and coordinate contributions to these publications, liaising with publishers and venues and managing approvals internally and with cast and creative teams.
- Build and maintain FMP and Shedinburgh's website pages.

- Oversee the delivery of poster, flyer, and brochure distribution including booking poster sites, street team management and ensuring artwork specifications are correctly briefed to designers and uploaded in a timely manner.
- Book advertising space in publications and liaise on artwork supply.
- Oversee the production and installation of all Front of House displays for Shedinburgh and internal/external signage, liaising with the Producer, Production Manager, and Designer.
- With support from the Production Assistant, create and update box office reports and sales trackers.
- Support external PR agencies to draft press releases for FMP shows and Shedinburgh and ensure they are signed off with the relevant stakeholders.
- Attend media and fundraising events, PR activity, first nights and press nights for FMP and Shedinburgh and assist with their delivery as required

GENERAL

- With support from the Production Assistant, ensure all marketing material, campaign information, data and artwork is stored in an organised and efficient system allowing for easy reference.
- Work collaboratively with the team on all marketing matters.
- Ensure compliance with the UK Data Protection Act (2018), particularly in relation to email marketing.
- Any other duties as may reasonably be required
- Represent and advocate FMP at all times.

Person Specification

ESSENTIAL

- At least 3 years' experience of working on marketing campaigns within an arts or entertainment organisation.
- Comfortable working in a fast-paced environment and an ability to learn on the job.
- Proven planning and organisational skills with an ability to prioritise work demands to meet deadlines.
- Working knowledge of social media platforms and evolving digital trends.
- Experience managing budgets.
- Outstanding oral and written communication skills including copywriting with excellent accuracy and attention to detail.
- A capacity to operate and understand IT packages and databases and high-level proficiency with Microsoft Word, Excel, Outlook, PowerPoint, with experience of Adobe Photoshop and InDesign.
- Experience using email management systems eg. Mailchimp.

- Ability to learn and use computerised box office systems.
- Flexibility, reliability and commitment.
- Good listening and negotiation skills.

DESIRABLE

- Experience in Fringe, Commercial or Venue Theatre Marketing .
- Graphic Design and/or video editing skills.
- Experience briefing and booking designers.
- Experience managing Facebook Business advertising accounts.
- Experience in Box Office systems, including Red61.
- Experience with WordPress, FMP and Shedinburgh's website CMS.

Notes

This is a guide to the nature of the work required. It is not wholly comprehensive and will be reviewed with the post holder and line manager from time to time.

Summary of Terms

Salary: £28,000 – £35,000 per annum, dependent on experience.

Contract: 2-Year Fixed-Term. Full time.

Term: ASAP. Start date to be agreed.

Responsible to: The Executive Producer

Holiday: 25 days per annum, plus bank holidays.

Company Benefits: Annual theatre ticket budget, Training and development opportunities, contributory pension scheme.

Hours: 10.00am – 6.00pm. Additional hours may be required to fulfil the role, including evening and weekend work. Flexible working hours. FMP operates a flexible working day from 8.00am – 8.00pm.

Location: FMP Office, 1st Floor, 39-41 Charing Cross Road, London WC2H 0AR. Occasionally you may be required to work temporarily outside of the office in the UK and abroad and during August you will be required to work in Edinburgh.

Probationary Period: 1 Month with 1 week's notice on either side.

Notice Period: 3 months notice on either side.

How to Apply

To apply for the position, please provide the following information by **midday, Monday 24th November**.

A comprehensive CV detailing your education and work experience.

A covering letter (maximum two A4 sides) describing your suitability for the position and specifically how your experience matches the role, job description and person specification.

We actively welcome applications from individuals with backgrounds currently under-represented in the arts.

Please submit your application by email with '**Marketing Coordinator**' in the subject line to hello@francescamoody.com.