

**Threshold Studios: Creative Media for Social Change  
Marketing, Digital and Communications Manager  
Application Pack**

Thank you for your interest in the position of Marketing, Digital and Communications Manager

Please find enclosed:

- Job Description
- Person Specification
- Background information to the organisation
- Cultural Equity Statement

If you require any further information please contact [sophia@thresholdstudios.tv](mailto:sophia@thresholdstudios.tv) to set up a conversation with our Programmes Director, Sam Lindley.

**How to Apply**

**Please supply a cover letter that would outline your approach to the role and relevant experience (maximum 2 sides A4) and a CV**

**Please submit all applications by 12th May at 9am**

**Successful shortlisted applicants will be notified by 18th May  
Interviews will be held on 22nd May in Northampton.**

**We hope for the successful applicant to commence employment by the beginning of June**

**Advertisement and Job Description**

**Title:** Threshold Studios Marketing, Digital and Communications Manager

**Responsible to:** Programmes Director

**Hours:** 3 days per week with full time during agreed delivery periods.

**Salary:** £19,000- £22,000 pro rata dependent on experience

**Base:** Northampton with scope to travel to other project locations such as Nottingham, Lincoln and Margate.

We're looking for an enthusiastic, dedicated and dynamic Marketing and Digital Communications Manager to work with the team to deliver social media, audience development communications and marketing activity across our range of projects.

You will liaise with the staff team as well as external partners to ensure visibility and profile for the organisation's suite of activities, and engage with our audience base across a number of platforms.

Although the work can be done remotely, we would expect a minimum of one-day per fortnight at our Northampton office, and occasionally will require travel to other locations.

The role would commence from June 2017 with a 6-month probationary period

The role includes but is not limited to the following key areas:

### **Marketing**

- Leading on all Marketing activity across our portfolio of projects to ensure widest audience and participation reach possible, using existing routes and developing and devising new strategy and implementation.
- Maintaining and driving forward online activity to ensure visibility and reach

### **Organisational**

- Supporting and working with the team to ensure that funding and board commitments and reporting deadlines are met.
- Overseeing the website, domain management and day-to-day tasks to ensure the smooth running of the organisation.

### **Reputation and ethos**

Managing external communications through all channels to promote the reputation and reach of the organisation.

### **Stakeholder relationships and reach**

Leading on and delivering strategies to engage and increase stakeholder investment and support for the organisation through all channels including public events.

### **Evaluation and Future Proofing**

Assessing and evaluation of existing strategies, including monitoring and analysis of online and physical analytics to ensure best possible reach and communications with audiences, stakeholders and public.

## **Person Specification**

The ideal candidate will be a self-starter with a creative flair for communications and content creation, a passion for digital and the arts with great attention to detail and a flexible approach to working.

You will need to demonstrate:

A commitment and understanding of the organisation's key values and ethos

- Attention to detail, always setting high standards
- The ability to work under pressure, in a fast-paced environment and meet deadlines
- A friendly approach, able to work with a range of different people and stakeholders
- The ability to work as part of a team as well as independently
- A willingness to travel and work in different environments

**Essential Skills and Experience:**

- Minimum 3-5 year's experience leading marketing and audience development activity for an arts/creative business
- Knowledge and experience of delivery of audience development plans
- Experience in management of stakeholder and public events
- Excellent communications and organisational skills
- Excellent standard of writing with strong attention to detail with an ability to communicate complex ideas and interpretations to a wide audience
- Experience of managing social media and communications activity within an arts/creative setting including confident use of social media; Twitter, Facebook, Instagram and Google analytics
- Experience in creating and publishing online content using a CMS (preferably WordPress)
- Presentation and Public speaking skills including use of Pressi or related presentation software,
- Experience of creating and publishing e-newsletters (preferably Mailchimp)
- Experience in producing copy and overseeing design of printed materials.

**Desirable Skills and Experience:**

- Knowledge and experience of audience development planning
- Experience of using the Audience Finder framework
- Knowledge or experience of developing arts partnerships and sponsorship packages

## About Threshold Studios

Threshold Studios is a UK-based media arts producers and educators organisation. We are a social enterprise committed to talent and skills development in all that we do.

Threshold Studios has been producing new media art since 1998, with specialisms in moving image, digital and emerging technologies. We also produce and curate high-quality, no barriers festivals ([Frequency festival](#) and [Margate festival](#)) with a commitment to democratising arts engagement – enabling those who might not regularly attend gallery spaces to experience surprising and playful art that has meaningful relevance to their lives.

As educators we foster new talent and devise initiatives to offer routes into the arts and media industries, with a particular focus on those from diverse backgrounds and those who are currently under-represented in these industries.

As a consultancy we play a strategic role in the development of the arts and creative industries, mentoring individual artists and creative organisations through periods of change or development. We also work with Universities, businesses, and local authorities to design creative projects that engage both existing communities and new audiences.

Threshold are currently an Arts Council England National Portfolio organisation.

[www.thresholdstudios.tv](http://www.thresholdstudios.tv)

## Cultural Equity Policy and Statement: Cultural Equity at the Core

### 1. Introduction

Threshold Studios is dedicated to the development of culturally diverse media and creative industries. The team is active in widening access to participation in film, video, and multimedia activity for people of disadvantaged and/or under-represented origins. Its Directors are advocates at regional and national level for the development of regional media production and access to the production and distribution process.

### 2. Ethos

Threshold Studios' primary focus is the use of creative media for social change.

Media and creative technologies are inherently embedded into our lives.

People can shape the future through the power held in these abundant technologies. For Threshold Studios these technologies bring opportunity to enable people to be involved in social and personal expression and development, professional communication, and learning. There is power in your fingertips.

Our programmes empower individuals through mentored creativity, training, and opportunities to take part in and engage in media practices that are underpinned by an ongoing commitment to continued support. We develop our programmes through a blend of strategic influence, multi-agency project design and investment and we deliver through an experienced network of media practitioners who adopt Threshold's practices and approach.

### **3. Cultural Equity Statement**

The principles of Cultural Equity are at the core of our organisation: the encouragement and collaboration between people of diverse ethnic and cultural backgrounds. These principles are the foundations of our relationships with participating individuals, communities, practitioners, partners and stakeholders.

#### ***Threshold is committed to ensuring that:***

- Every employee is entitled to a working environment that promotes dignity and respect to all. No form of intimidation, bullying or harassment will be tolerated.
- Training, development and progression opportunities are available to all staff.
- All members of the workforce recognise that Cultural Equity in the workplace is good management practice and makes sound business sense.

The organisation regularly reviews its employment practices and procedures, and, if necessary, modifies them to ensure fairness.