

Threshold Studios: Marketing and Digital Communications Freelancer

Threshold Studios are looking for an enthusiastic, dedicated and dynamic Marketing and Digital Communications freelancer to work with the team over the next year. We're looking for someone for social media management, audience development activity, communications and marketing activity across our range of projects and for the core organisation. We want to ensure a reach to regional and national audiences in order to raise the profile of the organisation and market our events, programmes and festivals.

2018 is our anniversary year and we're proud of the work that we done and the reputation that we have developed for being a friendly, independent, hard working and forward thinking organisation that creates democratic experiences and opportunities for those that come into contact with the organisation. We want to work with someone who can make sure that this runs through our communication and contact with audiences and stakeholders.

You'd be working closely with the Director of Programmes as well as the staff team.

About Threshold Studios

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

We are a social enterprise that is committed to fostering new talent through devising initiatives and development schemes 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, offer cultural solutions and new audiences.

Threshold are currently an Arts Council England National Portfolio organisation.

www.thresholdstudios.tv

Activity:

Threshold have a number of projects running throughout the year linked to this role as well as some projects in development. See below for a rough outline of the year and examples of some of the projects you would be working on.

Core communications:

Keeping in touch with audiences through newsletters (monthly) and social media
Refresh of the website and online platforms in early 18/19

TS20

2018 is our 20th Anniversary year and we're profiling past projects and stories through online platforms, as well as an event in 2019 and some offline moments. We want someone to help us share our stories as we look to the future in creative and original ways.

Projects:**Frequency Festival 2019**

We're developing the next edition of Frequency Festival for October 2019 and need to maintain online comms, develop the marketing calendar and make sure that the announcements reach audiences.

This is Us

As part of our creative engagement strand we're delivering a year-long project in the Sincil Bank area of Lincoln, connecting participants to the history of the place through digital activity and their creativity.

Catalyst funding: Commercial and business sponsorship

We're excited to have received an Arts Council Catalyst grant to explore commercial and business sponsorship. We would want you to work with the Strategic Director and Business development consultant to devise and implement routes for sponsorship.

Project Development slate:

We currently have two artist residency schemes in development that we hope would be in stream in Jul/Aug 2019

The Role:

The role would entail:

Stakeholder relationships, reach and visibility

Devising and delivering strategies to engage and increase stakeholder investment, peer visibility and support for the organisation through all channels (online and offline)

Evaluation, improvements and compliance

- Ongoing evaluation of strategy implementation including collation and analysis of online and physical analytics to ensure best possible reach and communications with audience segments, stakeholders and funders
- Ensuring that the organisation is compliant with GDPR and data sharing requirements and legislation.

Marketing

- Leading on marketing activity across our portfolio of projects to ensure widest audience and participation reach possible, using existing routes and devising new strategies to reach target audiences
- Maintaining and driving forward online activity to ensure visibility and reach, building online relationships to support audience development

objectives.

Organisational

- Supporting and working with the team to ensure that funding, board commitments and reporting deadlines are met.
- Overseeing the website, domain management and day-to-day tasks to ensure the smooth running of the organisational marketing and comms
- Content creation and overseeing and leading development of digital channels

Events

- Co-ordinating and managing stakeholder and public events within programme of activity

Operational

- Producing bi-weekly reports on progress and updates for Director of Programmes.

Timetable and fee:

The initial contract will run until April 2019, we envisage it being delivered on a three-day per week basis.

As a retainer for this period with the opportunity to renew in 2019, the fee is £10,000 - £12,000 depending on experience and approach

We would like the work to start at the earliest availability of the selected candidate.

If you are interested, please submit a proposal (no more than 3 sides of A4) outlining how you would fulfil the brief including similar or relevant experience, along with any other considerations regarding your time and/or the fee, to:

sophia@thresholdstudios.tv

The deadline for applications is the **27th April** with interviews with shortlisted candidates held on the **11th May** in Northampton

If you would like more information or would like to discuss further then please contact sophia@thresholdstudios.tv to organise a conversation with Director of Programmes.

Cultural Equity Policy and Statement: Cultural Equity at the Core

1. Introduction

Threshold Studios is dedicated to the development of culturally diverse creative industries. The team is active in widening access to participation in arts, culture, film, video, and multimedia activity for people facing socio economic disadvantage and/or under-represented origins. It's 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 activity and development 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 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.