



Content & Marketing Producer: Digital Democracies

Threshold Studios are looking for an enthusiastic, dedicated and dynamic freelance Content & Marketing Producer to work alongside the team to develop the Digital Democracies web platform and online programme. The Content & Marketing Producer will play a crucial role in helping to grow the reach, profile and impact of this commissioning and development programme.

The ideal candidate will have experience in:

- Content creation including co-ordination and project management.
- Marketing including social media management and experience of online campaigns / promotions.
- Experience of managing budgets.
- Experience of working with a wide range of partners and stakeholders.

Digital Democracies is a national project exploring technology-enabled art in public spaces. The project will create a new generation of radically inclusive public cultural experiences with a focus on digital. Alongside a commissioning programme of new works, Digital Democracies is developing a web platform and artist development programme of masterclasses, knowledge transfer and thought leadership to share and engage the learning, impact and outcomes of the project more widely.

Alongside, its commissioning and R&D development programme, Digital Democracies will produce a web platform (led by the C&M Producer) that will create, host and promote curated content covering:

Digital Democracies Commissioning Programme:

- Develop and share content promoting and connecting online audiences to commissions produced through the project.
- Connect with commissioned artists to produce content sharing learning during process and increase online reach.

Blogs and Thought leadership:

- Oversee and promote creation of thought leadership content by associates and partners in line with project values and with Project Partners.
- Create content that amplifies online vision and mission.
- Share and promote content to boost visibility and profile.

Masterclasses:

- Production, co-ordination and content creation of the Digital Democracies masterclass series, which will be a combination of pre-recorded content and live webinars.
- Promotion of opportunities and management of sign up to courses

Opportunities:

- Research and Curate a section of go-to opportunities that connect Digital Democracies with the wider cultural/social landscape.

The Role

The role would entail:

Visibility:



- Creation and development of creative, high quality digital campaigns to promote Digital Democracies and its associated activities.
- Liaison with key stakeholders and development of partnership activity to create programme and network opportunities.

Production:

- Work with creative lead to realise an online programme of events including Summer School masterclasses and online activity linked to festival programmes.
- Support creative development of the programme.
- Management of contracts and agreements.
- Management and oversight of content creation and release.
- Line manage Content Assistant Intern.
- Oversee budget lines and report against spend.
- Set up any live streaming/technical requirements linked to IRL events for example closed captioning.
- Support on copy creation including editing, proofing and upload to support development of the online programme.
- Monitor and report any technical issues with the site to ensure it is well maintained and delivers an effective user experience.

Skills

- Experience working on digital and social campaigns (in an agency, freelance or in-house capacity)
- Experience in producing content
- Technical experience in Adobe Premiere, WordPress & After Effects
- Has a firm understanding of best in class performance principles on digital and social channels
- A thorough knowledge of social media platforms (formats, updates, rules and limitations)
- Awareness of digital innovations and trends
- Ability to lead our social channels, executing against our audience development plans
- Ability to manage own workload and work to deadlines and budgets

Timetable, Application Process and Fee

The initial contract will run from March to November 2021, we envisage it being delivered on a two day per week basis which will be confirmed with the candidate.

The fee for this period is £8000 - £10,000 depending on experience and approach.

To apply please submit a proposal (no more than 3 sides of A4) outlining how you would fulfil the brief, including similar or relevant experience and any other considerations regarding your time and/or the fee, to: digitaldemocracies@thresholdstudios.tv

If you have any accessibility requirements and would like to discuss alternative methods of application, please contact us via the email address above to arrange a conversation.

Shortlisted applicants will be notified and then invited to interview during week commencing 25th January

Deadline for applications: 22nd January

Panel meet: 25th January

Interview dates: w/c 1st Feb



Contact

If you would like more information about the role, please email emilie@thresholdstudios.tv to arrange a suitable time for an informal conversation with the Director of Programmes.

About Digital Democracies

The project is led by Threshold Studios, an organisation with a longstanding reputation in cultural equality and innovation through digital creativity. Digital Democracies connects three UK-based festivals, Frequency International Festival of Digital Culture in Lincoln (Produced by Threshold Studios), Freedom Festival in Hull (Produced by Freedom Festival Arts Trust) and Brighton Digital Festival (Produced by Lighthouse and Brandwatch), along with a network of associate partners and collaborators across the UK.

Supported using public funding by Arts Council England and by Threshold Studios, Freedom Festival Arts Trust and Brighton Digital Festival through their partners and funders.

Vision:

Cultural equality and innovation through digital creativity: people powered place shaping.

Mission:

To animate and transform public spaces through democratic digital creativity and innovation, developing new audiences, opportunities and the way we view the places we live, work and inhabit.



Core Values	Key Messages
1. High Quality	We produce high-quality commissions to exhibit in public spaces
2. Nurturing	We embed artist and skills development into R and D prototyping and commissioning using combined experience to strengthen and invigorate the cultural sector and increase potential for risk and experimentation.
3. Democratic / Inclusive	We ensure democratic access to artists and audiences to maintain inclusivity. Democracy is at the heart of the project; we commission and develop from the perspective of inclusion.
4. Innovative	We provide a space for beta testing of new ideas and new works to enhance innovation within the UK creative and cultural sector.
5. Connecting	We connect artists, technologists, communities and audiences to share knowledge

Cultural Equity statement

Threshold Studios is dedicated to the development of culturally diverse arts and media sectors and associated creative industries. We feel passionately that these industries should fully represent our diverse communities, our heritage and the unique identities we each choose to identify with for ourselves.

By establishing and advocating for key working practices that reward knowledge-sharing and collaborative working, we are encouraging those that work with us to strive for change in the wider working practices of the sector.

We believe in the importance of enabling the authentic voice to be heard and in the importance of sharing our individual and collective stories with each other.

The principles of Cultural Equity are at the core of our organisation: the encouragement and collaboration between people of diverse social, economic, ethnic and cultural backgrounds.

These principles are the foundations of our relationships with participating individuals, communities, practitioners, partners and stakeholders.

Links:

More information about Digital Democracies:

<http://thresholdstudios.tv/projects/digital-democracies/>

Digital Democracies Partners:

Threshold: <http://www.thresholdstudios.tv>

Frequency Festival: <https://frequency.org.uk/>

Freedom Festival: <https://www.freedomfestival.co.uk/>

Lighthouse: <https://www.lighthouse.org.uk/>

Brandwatch: <https://www.brandwatch.com/>

Brighton Digital Festival: <https://brightondigitalfestival.co.uk/>



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