**Threshold Studios: Creative Media for Social Change**

**Frequency Festival of Digital Culture Marketing Assistant**

**Application Pack**

Thank you for your interest in the position of Frequency Festival of Digital Culture Marketing Assistant

Please find enclosed:

* Job Description
* Person Specification
* Background information to the organisation and Frequency
* Cultural Equity Statement

If you require any further information please contact our Marketing Manager, Seetal Kaur [seetal@thresholdstudios.tv](mailto:seetal@thresholdstudios.tv) to set up a conversation

**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 30th August 2017 5pm**

**Successful shortlisted applicants will be notified by 4th September**

**Interviews will be held on 8th September in Northampton.**

**We hope for the successful applicant to commence employment by 18th September**

**Please email applications to seetal@thresholdstudios.tv**

**Advertisement and Job Description**

**Title:** Frequency Festival of Digital Culture Marketing Assistant

**Responsible to:** Festival Marketing Manager

**Hours:** Combination of Full time through September and October, Part time through November and up to December

**Salary:** £18,000 pro rata

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

Frequency Festival Directors, Threshold Studios are looking for a dynamic Marketing Assistant to work in a fast-paced environment, with the festival team and partners.

Frequency Festival of Digital Culture is a biennial festival hosted in the city of Lincoln, providing a platform to celebrate the pioneering spirit of digital innovation and culture through exhibition, creative collision and debate.

The festival integrates art into Lincoln’s landscape for 10 days in the form of installations, projections, site-specific work, VR and augemented reality, creative technology, talks and live performances.

It showcases artists’ work from all over the world, using a historic city as its canvas and sharing it around the globe

You will be working closely with the Marketing Manager as part of the Marketing and Communications team to ensure the Frequency 2017 campaign reaches a wide UK audience.

Covering both print and online, you will be asked to assist with: preparation of copy and marketing materials, social media activity, as well as being the point of contact for Marketing and PR enquiries across the festival partners, artists and sites.

The Marketing and Communications Team also includes a Marketing Intern and will work closely with the PR, Design and Production teams.

This role will be based in Lincoln during the festival period and flexible working after the festival period which would be defined with the candidate.

The role would commence with immediate start in September 2017 until early December 2017

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

**Marketing**

* Supporting the festival Marketing Manager in all aspects of Festival Marketing and delivery.
* Maintaining and driving forward online activity to ensure visibility and reach
* Co-ordination between the marketing and PR partners and task and finish groups.
* Delivery of social media and online campaigns
* Being a point of contact for marketing and festival enquiries.
* Preparing and disseminating festival communications
* Gathering content and producing copy from festival artists for marketing materials and online content.
* Editing and proofreading copy for web and print
* Working with external PR agency to support festival PR activity.

**Organisational**

* Supporting and working with the team to ensure that funding and reporting deadlines are met.
* Supporting and working with the team to ensure editorial and print deadlines are met.
* Overseeing day-to-day tasks to ensure the smooth running of the festival
* Briefing and overseeing festival volunteers on marketing and event related activities.
* Working with Media teams to oversee capture of content and production of assets
* Overseeing and supporting a marketing intern

**Reputation and Delegates**

* Managing external communications through all channels to promote the reputation and reach of the festival
* Supporting and co-ordinating VIP, press trips and stakeholder events and tours.

**Evaluation**

* Data entry and monitoring of evaluation information and visitor statistics.
* Collation of Digital analytics

**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 Festival’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 1-2 years experience of working in marketing settings
* Experience of working with public audiences.
* Experience of delivery 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 producing copy and overseeing design of printed materials.

**Desirable Skills and Experience:**

* Experience of using Audience Finder Framework
* Experience in Arts festivals settings
* Experience in creating and publishing online content using a CMS (preferably WordPress)
* Experience of creating publishing e-newsletters (preferably MailChimp)
* Experience with Sponsors and Stakeholders

**About Frequency**

[**www.frequency.org.uk**](http://www.frequency.org.uk)

Frequency is a platform for celebrating the pioneering spirit of digital innovation and culture through exhibition, creative collisions and debate.

It showcases international and local work from artists that use digital tools and new media. The festival integrates art into Lincoln’s landscape in the form of installations, projections, site-specific work and live performances.

Frequency is also a melting pot and networking opportunity for artists, academics, creatives and the general public to engage with the debates about art and culture, and the ways in which the digital evolution is shaping our lives.

Our mission is to develop long-term relationships with artists and arts organisations internationally. We want to spark debate, facilitate networking and collaborative working, commission new work and showcase talent, using a historic city as our canvas and sharing it around the globe.

Since launching in 2011 Frequency has hosted over 300 local, national and international artists, exhibiting their work to over 45,000 visitors.

**Frequency 2017 partners**

**The University of Lincoln** was awarded Gold – the highest standard possible - in the national Teaching Excellence Framework, an independent assessment of teaching quality in UK higher education. The award reflects our exciting teaching, great support for students and excellent employment outcomes. Lincoln is a top 50 UK university (The Guardian University Guide 2018; Complete University Guide 2018), known for a pioneering approach to working with employers, which has been recognised with a Lord Stafford Award and Times Higher Education Award. In the National Student Survey 2017, students rated Lincoln in the top 20 in the UK for academic support, learning resources and learning community with several of our courses placed number one overall for their subject areas. Among our most recent graduates, 95 per cent were in work or further study six months after finishing their course, with almost three quarters in graduate level roles. More than half of our research is judged to be internationally excellent or world leading (Research Excellence Framework).Visit: [www.lincoln.ac.uk](http://www.lincoln.ac.uk)

**Threshold Studios: Festival Directors** are a creative media and arts producers working with new and emerging technologies; specialising in the production and exhibition of digital, moving image and public realm works. Established in 1998, Threshold Studios is a not-for-profit social enterprise and an Arts Council England National Portfolio Organisation, enabling partnerships across the arts and creative media industries, the public sector, grassroots communities and higher education. www.thresholdstudios.tv

**Arts Council England** champions, develops and invests in artistic and cultural experiences that enrich people’s lives. We support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2015 and 2018, we plan to invest £1.1 billion of public money from government and an estimated £700 million from the National Lottery to help create these experiences for as many people as possible across the country. [www.artscouncil.org.uk](http://www.artscouncil.org.uk/" \t "_blank" \o "http://www.artscouncil.org.uk/)

**Lincolnshire One Venues (LOV)** exists to bring people the very best in arts and culture by working together to support, sustain and develop the arts and arts venues across Lincolnshire. Lincolnshire One Venues are: Stamford Arts Centre (Stamford), the South Holland Centre (Spalding), the Guildhall Arts Centre (Grantham), The National Centre for Craft and Design (Sleaford), Lincoln Drill Hall, the Terry O’ Toole Theatre (North Hykeham), The Collection and Usher Gallery (Lincoln), Trinity Arts Centre (Gainsborough), Riverhead Theatre (Louth) and LPAC (Lincoln).

**Visit Lincoln Partnership (VLP)** is the destination management organisation for Lincoln supported by a partnership of private and public sector stakeholders including the Lincolnshire Chamber of Commerce, Lincoln Business Improvement Group, and the City of Lincoln Council. The website http://www.visitlincoln.com offers the most up to date list of events, accommodation, places to eat and experiences in the city.

**Lincoln BIG (Business Improvement Group)** is a not-for-profit company, which is working hard to help Lincoln City Centre grow as a shopping, leisure and tourist destination. It is funded by a levy paid by 800 city centre businesses, which is enhanced by investor membership and income generated from its own activities and grants. Lincoln BIG organises events throughout the year (including Lincoln by the Sea, the Lincoln Ice Rink and colourful visiting markets), manages the city’s Visitor Information Centre, promotes Lincoln in Bloom and supports the daytime and evening economies in other ways.

**The Woodland Trust** is the largest woodland conservation charity in the UK. It has over 500,000 supporters. It wants to see a UK rich in native woods and trees for people and wildlife. The Trust has three key aims:  i) protect ancient woodland which is rare, unique and irreplaceable, ii) restoration of damaged ancient woodland, bringing precious pieces of our natural history back to life, iii) plant native trees and woods with the aim of creating resilient landscapes for people and wildlife. Established in 1972, the Woodland Trust now has over 1,000 sites in its care covering over 22,500 hectares. Access to its woods is free.

**Charter for Trees, Woods and People**, which will launch in November 2017. The ambition of the Charter is to secure a brighter future for the nation’s woods and trees; 800 years after Henry lll signed the original Charter of the Forest.

**About Threshold Studios: Frequency Festival Directors**

**www.thresholdstudios.tv**

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 have 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](http://www.frequency.org.uk) and [Margate festival](http://www.margatefestival.org)) 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.