

## **THRESHOLD STUDIOS COMMERCIAL ENGAGEMENT MANAGER TENDER**

### **Job Description**

Title: Commercial Engagement Manager

Reports to: Strategic Director and Director of Programmes

Fee: £12,500

Contract: The contract runs until January 2019 and the working structure will be defined with the contracted candidate. The contract will be extended subject to the development and realisation of a successful income generation strategy and in consultation with the contracted candidate.

To Apply: Please submit your CV (including two referees) and a covering letter clearly demonstrating how you fulfill the essential requirements of the person specification to Sam Lindley at [sam@thresholdstudios.tv](mailto:sam@thresholdstudios.tv). Please keep this information, including the CV, to no more than 4 pages.

Deadline: 29 August 2018, 12pm

Notification: 31 August 2018

Interview Dates: 5 September and second interviews 17 September 2018

### **Overall Purpose**

This is an exciting time to work with us, in the lead up to Frequency Festival of Digital Culture, our well-established international digital arts festival taking place in Lincoln in October 2019. We are now recruiting a Commercial Engagement Manager to support our development of commercial relationships and sponsorship opportunities linked to Frequency Festival of Digital Culture, in order to take Threshold into the next phase of growth with our new and existing corporate partnerships.

### **The Role**

Key responsibilities:

- To manage and extend a portfolio of client relationships, designed to generate new income growth

- To maximise commercial sponsorship and revenue for Threshold's Frequency Festival of Digital Culture, through identifying and meeting client needs
- Research of sponsorship marketplace, both competitive and business development; research and target companies operating in the digital/ technology/ media sectors
- Recommend a strategic approach to the identification of new corporate prospects and instigate and develop relationships with new donors and sponsors
- Develop a good understanding of the full marketing mix, particularly digital marketing and the use of metrics, and include this in the design of proposals and packages
- Prepare sponsorship contracts and letters of agreement for sponsors
- Project managing new and existing relationships with corporate donors and sponsors, including larger corporate projects and accounts, to ensure customer satisfaction and continuous growth and development.

## **Person Specification**

### Essential experience:

- Substantial corporate fundraising experience which may include part relevant experience in a sales/marketing environment
- Experience of dealing with corporates - including expertise with senior Director/ Partner level

### Essential skills and knowledge:

- Advanced relationship building skills and ability to provide continuity in managing key relationships
- A consistent high level of customer care and responsiveness
- Understanding and commitment to financial targets and pipeline development
- A good understanding of the full marketing mix, digital in particular, and ability to incorporate digital marketing and metrics into sponsorship proposals and packages
- Ability to research and target new industry sectors to develop new business
- A strong collaborator able to work with others, as well as being a self driven individual

## **Terms of Engagement**

- Some flexibility around evening and weekend working will be required given UK travel requirements
- Expenses such as travel incurred whilst on business will be reimbursed with prior agreement.

## About Threshold Studios

Threshold is an award winning, national organisation committed to increasing diversity and engagement across the arts and society. Through innovative programming, participation opportunities and talent development we strive to transform the places we live and the shape of the cultural sector. Our mission is to create a more democratic cultural sector that truly represents our society.

Threshold has been producing new media art since 1998; producing and curating high-quality no barriers festivals, public engagement initiatives and opportunities, with specialisms in moving image, digital and emerging technologies.

Frequency Festival of Digital Culture is Threshold's signature festival. Launched in 2011 in Lincoln, the festival has now seen four successful editions with audience attendances of over 65,000 to non-traditional venues throughout the city. The festival exhibits cutting edge digital experiences from installations and exhibitions to interactive performances and large-scale outdoor events, reaching wide and diverse audiences. With Arts Council England baseline investment secured we are now building towards the 2019 and 2021 festival editions.

Alongside this Threshold's consultancy plays a strategic role in the development of the arts and creative industries, mentoring individual artists and creative organisations through periods of change or development. They work with Universities, businesses, and local authorities to design and implement creative projects that meet organisations' social responsibility agenda.

Threshold is currently an Arts Council England National Portfolio Organisation.

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

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

## 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.