



Threshold Studios Marketing and Social Media Assistant Application Pack

July 2021

Dear Enquirer,

Thank you for your interest in the position of **Marketing and Social Media Assistant** at Threshold Studios.

Please find enclosed:

- Job Description
- Person Specification
- How to Apply
- Background information about the organisation and current projects
- Cultural Equity Statement

If you require any further information please contact our Marketing and Digital Communications Manager, Kate Saunders kate@thresholdstudios.tv.

Terms

Role:	Marketing and Social Media Assistant
Engagement:	Fixed Term Freelance Contract
Accountable to:	Threshold Marketing Manager
Fee:	£3000 (inclusive of VAT and all costs (with the exception of travel and accommodation to be agreed))
Term:	1 September– 30 November 2021
	Circa 28 days depending on experience. We support flexible working.
Base:	Remote working



Job Description

This is an exciting role for a dynamic and enthusiastic Marketing and Social Media Assistant who is passionate about digital culture and the arts, with a high attention to detail and a creative flair for communications and content creation.

This varied, hands-on role will work closely with the Marketing Manager to support marketing and comms activity across multiple projects, and assist on delivery of Threshold's core brand campaigns including PR and Commercial Partnerships.

Main Duties and Responsibilities

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

Marketing

- Supporting the Marketing Manager in the delivery of core marketing activity
- Maintaining and driving forward online activity to ensure visibility and reach
- Content creation and delivery of social media and online campaigns
- Editing and proofreading copy for web and print
- Preparation of e-newsletters
- Preparing Powerpoint presentations
- Updating and maintaining the Threshold website

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
- Assisting on day-to-day tasks to ensure the smooth running of projects including Frequency Festival 2021 and Digital Democracies
- Keeping data, including records, files etc up-to-date and secure

Reputation and Delegates

- Managing external communications through all channels to promote the reputation and reach of projects
- Ensuring brand consistency across all platforms

Evaluation

- Survey creation
- Supporting the collection of monitoring and evaluation information



Person Specification

You will need to demonstrate:

- A commitment and understanding of Threshold’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

Essential Skills and Experience	
Experience	<ul style="list-style-type: none"> • Minimum 2 years experience of working in a marketing role • Qualified to degree level • Managing social media and communications activity (ideally within an arts/creative setting) including confident use of Twitter, Facebook and Instagram • Experience creating and publishing online content using a CMS (preferably WordPress) • Copywriting press releases and web copy • Experience of working with public audiences • Coordination of stakeholder and public events
Skills and Knowledge	<ul style="list-style-type: none"> • Excellent communication and organisational skills • High attention to detail • Excellent standard of writing with an ability to communicate complex ideas and interpretations to a wide audience
Desirable Skills and Experience	
Experience	<ul style="list-style-type: none"> • Experience working in arts organisations • Experience of creating and publishing e-newsletters (preferably MailChimp) • Experience liaising with Sponsors and Stakeholders • Experience setting up monitoring and evaluation surveys (preferably Survey Monkey) • Experience of monitoring audience data insights (preferably Audience Finder and Google Analytics) • Qualified to degree level in Marketing or Creative subject
Skills and Knowledge	<ul style="list-style-type: none"> • Design and web development skills • Video editing skills



How to Apply

Please supply a CV and cover letter outlining your approach to the role and relevant experience (maximum 2 sides A4).

Please email your CV and cover letter to Nathalie Baker, Nathalie@thresholdstudios.tv, with 'MASMA' in the subject line.

Timeline:

Closing date for receiving applications: **Monday 9 August 2021, 12noon.**

Successful shortlisted applicants will be notified by: **Wednesday 11 August 2021**

Interviews will be held via Zoom on: **w/c 16 August 2021.**

About Threshold Studios:

www.thresholdstudios.tv

Threshold is a creative and cultural agency using digital technology to create space for change. We nurture creativity, seek new diverse talent and deliver transformative experiences so that people and places can thrive.

Throughout our 23-year history, cultural equality has been a key driver of Threshold's mission and activity. As a social enterprise and an Arts Council England National Portfolio Organisation, we play a strategic role in the development of the creative digital sector, enabling partnerships across the arts, digital and creative media industries, the public sector, grassroots communities and higher education.

We build innovative programmes and opportunities for audiences within the places where the public have ownership and agency, with a particular focus on those from diverse backgrounds and those who are currently under-represented in the arts and media industries.

Key projects include; Digital Democracies, leading a national project exploring the intersection of technology and public space; Frequency Festival, a biennial international digital culture festival in Lincoln, UK; RADAR, a creative graduate internship scheme to nurture creative and emerging talent and open access to industry; Camara Chica, in partnership with British Council, Threshold established community-based media production hubs within communities in Cuba and Venezuela.



About Frequency Festival

[Frequency.org.uk](https://frequency.org.uk)

Frequency Festival is an international festival of digital creativity, showcasing innovative works by emerging and established artists, creative technologists and performers.

Hosted biennially in Lincoln, this year's festival takes place across 4 days from **28-31 October**. It features a programme of installations, performances, creative workshops and talks.

Since its inception in 2011, Frequency has hosted over 450 local, national and international artists, exhibiting their work to over 75,000 visitors across 5 festival editions. Frequency draws the city's residents and its visitors off their intended path to discover a world of digital, electronic and hybrid art in unusual spaces; mainly the city's heritage spaces and its shopping precincts, and into its venues, museums and galleries.

For 2021, due to COVID-19, the festival programme will be a blend of outdoor and online events to ensure that audiences across the city, country and beyond can enjoy the festival safely.

Frequency Festival is produced by Threshold Studios, in partnership with the University of Lincoln and supported using public funding by the National Lottery through Arts Council England.

About Digital Democracies

thresholdstudios.tv/projects/digital-democracies

Digital Democracies is a national project, led by Threshold Studios, exploring the intersection of technology, art and public space. The project will bring creatives together with civic, cultural, education and tech partners from across the UK, to explore new experiences in our public spaces. Whether live or online, our social spaces have been designed to bring people together – to live, work, visit and play.

Public spaces embody our shared humanity, and aim to be free to access, culturally diverse and open to all. These spaces – and the people that animate them – are the engines for both place-making and community development. The places where our individual and collective identities are forged. But they are also often contested, sometimes privately owned and surveilled, governed by invisible infrastructures and social codes that can undermine their capacity for grassroots social and cultural democracy. Digital Democracies aims to explore the issues that these spaces present through a programme of Commissions and Artist Development.

The project will create a range of opportunities to test new work, engage audiences and open up discussions around public art, shared spaces and creative technology.

Digital Democracies is led by Threshold Studios and brings together three of the UK's leading art and digital culture commissioning festivals – [Frequency International Festival of Digital Culture](#) in Lincoln, [Freedom Festival](#) in Hull and [Brighton Digital Festival](#). Digital Democracies is supported using public funding by Arts Council England and by Threshold Studios, Freedom Festival Arts Trust and Lighthouse through their partners and funders.



Cultural Equity Policy and Statement: Cultural Equity at the Core

1. 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. Threshold'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.

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.