



Frequency Festival Marketing Manager: Job Application Pack

Frequency Festival Marketing Manager Supporting Information

Please find enclosed:

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

If you require any further information please contact our Creative Director, Samantha Lindley at sam@thresholdstudios.tv

About You

You're a strong and experienced all-rounder who loves all things digital. A whizz at social media, you know how to make social posts stand-out and know how to create great content for a diverse range of audiences. You enjoy live events and have a commitment to creating the best possible experience for audiences. You are a self-starter with a flexible approach to work and have a creative core and an analytical mind - you understand testing, optimising and evidencing campaign success.

Role and Responsibilities

Planning & Strategy	Social Media & Community Management	Content Creation	Reporting & Evaluation	People Management
<p>Support Executive Team in delivering against our live festival marketing plan.</p> <p>Manage festival marketing budget and timelines.</p> <p>Design and deliver integrated marketing campaigns to find interest and secure audiences.</p>	<p>Build online interest and engagement increasing web traffic and brand awareness.</p> <p>Implement, monitor and optimise advertising campaigns on Google and Facebook Ads</p> <p>Use social listening skills to monitor conversations, gather feedback and create new strategies.</p> <p>Deliver organic and paid social content as per media plan.</p>	<p>Copywriting and updating online and print programmes and information.</p> <p>Manage the creation of all creative and promotional assets pre, during and post the festival.</p> <p>Work with external agencies to document the festival ensuring the capture of high-quality visual assets – managing any creative briefs and any line management required.</p>	<p>Use google analytics and social insights to capture marketing data.</p> <p>Manage ticketing and front of house systems for relevant stakeholder and visitor events.</p> <p>Ensure accuracy and compliance of all data captured.</p> <p>Use quantitative and qualitative methods to capture audience data and insights, for reporting to internal and external stakeholders.</p> <p>Preparation of any data sharing agreements with partners and stakeholders</p>	<p>Support our commitment to Talent Development by line managing and supporting a small festival team, comprising graduate interns and interns and volunteers.</p>

	Create e-shots for audience segments.	Assist with the in-house creation of promotional assets to deliver marketing plan and tactics		
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Experience and Skills

Criteria	Essential/ Desirable
<u>Experience:</u>	
At least 3 years + experience of marketing the arts/live events – working for organisation or as a freelancer.	Essential
Experience of devising, implementing and monitoring integrated marketing campaigns, including experience of briefing designers, working with agencies and internal marketing colleagues	Essential
Experience of creation, administration, and reporting of PPC campaigns across all channels	Essential
Experience of Google Ads, Google Analytics, Facebook Business Manager, Hootsuite and WordPress	Essential
Experience of creating content for various channels including web and email	Essential
Experience of people management and working with diverse audiences and stakeholders	Desirable
Social media savvy- used to managing multiple social media channels and accounts	Essential
Strong understanding of SEO practices and optimisation tactics	Essential
Familiarity with Microsoft Word, Excel and PowerPoint	Essential
Event Management	Essential

<u>Skills:</u>	
Organised with attention to detail	Essential
Motivated, proactive, creative and shows initiative - a self-starter	Essential
Excellent organisational skills including the ability to prioritise and juggle multiple tasks	Essential
Excellent communications skills, including copywriting	Essential
Marketing qualification and/or degree in relevant subject	Desirable
Can demonstrate a flexible approach to tasks	Essential
An analytical approach to marketing	Desirable
Computer literacy	Essential
Can demonstrate a creative approach to problem solving and challenges	Desirable
Knowledge of or an interest in heritage, digital arts	Desirable

Working Pattern and Fee

This role is a freelance role running from June to December 2023. The role is scoped at a combination of full time and part-time hours for approx. 100 days (3 days p/w July, Aug 4 days p/w September, FT October, 3 days p/w November – ideally the working pattern will be agreed with the candidate as part of the recruitment process)

The total fee for the role is scoped at £15,000

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 claire@thresholdstudios.tv with 'Frequency Marketing Manager' in the subject line.

Closing date for receiving applications: **Midday, Monday 15 May 2023**

Successful shortlisted applicants will be notified by **Friday 19 May 2023**

Interviews will be held via Zoom **Wednesday 24 May 2023**.

The successful candidate should be able to commence employment on **Monday 12 June 2023**.

Background Information:

Frequency Festival is produced by Threshold Studios, in partnership with the University of Lincoln and supported using public funding by Arts Council England. The event is driven by a dynamic city-wide collaboration of public sector organisations, along with support from the business community.

www.frequency.org.uk

Frequency has

- Welcomed 75,000 visitors over 5 festival editions.
- Created over 550 exhibition and commissioning opportunities for artists, regionally, nationally and internationally.
- Supported place-based artists and emerging talent through a non-hierarchical programme, creating opportunity alongside internationally recognised talent such as Shun Ito and Turner prize winners, Assemble.
- Garnered investment of over £1.3m into cultural activity within Lincoln through multiple stakeholders, funders and partners.
- Created over 750 volunteer opportunities within cultural activity.
- Offered over 55 internships through RADAR scheme providing over 10,000 hours of mentored work placement with 91% of RADAR graduates now in employment.
- Consistently increased first time cultural audiences between 2011 and 2017 with these audiences now returning in 2019 as engaging more regularly with culture.
- Increased EDI opportunities for artists year on year within the programme with a commitment to building further.
- Since 2015, generated a net economic impact within the Lincoln economy of £1,857,940.
- 76% of non-local day visitors to the 2019 Frequency Festival said the festival was the main reason behind their visit to Lincoln that day increasing tourism to the city year on year as well as growing local audiences (55% increase in 2017)

About Frequency Festival

Frequency is...in favour of seeing digital as pure medium rather than something to be feared: we see the confluence of human and tech as a bringer of community and as an adjunct to life that has the potential to be beautiful.” Eye on Design

Frequency International festival of Digital Culture is hosted biennially in the historic city of Lincoln. Since its inception in 2011, Frequency has become renowned for city-wide digital takeovers in non-traditional spaces, including exhibitions of site-specific work, live performances, world premieres, and interactive experiences open to all. Frequency has hosted over 600 place-based, national and international artists, exhibiting their work to over 75,000 spectators. Frequency transforms experiences and perceptions of a public place. Lincoln’s residents and visitors will discover a world of digital, electronic and hybrid art in unusual spaces; from heritage sites, museums, and galleries to shopping centres.

“This spectacular, world-class festival shows how different industries and talents across art, culture and digital technologies can work together.” Visit Lincoln

Our Vision

Frequency Festival will showcase and nurture emerging and established creative talent; harness the collective voices of the creative industries to help shape the future of digital culture; engage audiences and inspire the digital creative in us all.

About Threshold:

Directors of Frequency Festival, Threshold is a creative and cultural agency using digital technology to create space for change, an Arts Council England NPO, we nurture creativity, seek out new diverse talent and deliver transformative experiences so that people and places can thrive.

www.thresholdstudios.tv

Our Values

Democracy

We believe that everyone has the right to access ideas, space and a platform to debate. Digital is about everyone. In a connected world we are all equal.

Excellence

We produce a high-quality Festival program that brings new, exciting and thought-provoking experiences to audiences, artists and place.

Inspiring

We bring together digital thought leaders and the creative industries to help shape UK digital culture and inspire change.

Opportunity

We showcase and nurture emerging and established creative talent from the UK and across the globe to bring forward the next generation of talent.

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 for 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.

Links:

Frequency: <http://www.frequency.org.uk/>

Threshold: www.thresholdstudios.tv

Threshold Studios Annual Impact: <https://youtu.be/gzLo9usRB4o>

Past Frequency Festivals: https://www.youtube.com/channel/UCVjVAV_x2F9JgNXUGtcv3wA

Good luck with your application!

