



## Frequency Festival 2019 Application Pack Vacancy: Marketing and Social Media Assistant

May 2019

Dear Enquirer,

Thank you for your interest in the position of Marketing and Social Media Assistant at Frequency Festival 2019.

Please find enclosed:

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

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### 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 [hattie@thresholdstudios.tv](mailto:hattie@thresholdstudios.tv) with 'MASMA' in the subject line.

Closing date for receiving applications: Monday 24 June 2019, 12noon.

Successful shortlisted applicants will be notified by Tuesday 2 July 2019.

Interviews will be held in Lincoln on Tuesday 9 July 2019.

The successful candidate will commence employment on Tuesday 6 August 2019.

If you would like more information or would like to discuss the role further please contact [hattie@thresholdstudios.tv](mailto:hattie@thresholdstudios.tv) to organise a conversation with the Marketing Manager.

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## Job Description

**Post:** Marketing and Social Media Assistant  
**Accountable to:** Festival Marketing Manager  
**Hours:** Combination of part-time and full-time from August until mid November 2019. Two days per week in August, September and November, and full-time during October with some evening and weekend work required during festival period  
**Salary:** £18,000 - £20,000 pro rata (dependant on experience)  
**Base:** Lincoln with scope to travel to other project locations such as Nottingham and Northampton

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## Job Summary

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

Working closely with the Marketing Manager as part of the Marketing and Communications team, the post holder will assist in delivery of the Frequency Festival 2019 marketing and communications plan, to increase visibility, raise the festivals profile and ensure a wide audience reach both online and offline.

The post holder will be responsible for social media content co-ordination and production, sourcing and managing images and video in line with the marketing strategy, copywriting for print and online marketing materials, website content management and supporting the Marketing Manager in all aspects of the Festival Marketing. During the live festival period the post holder will be present at events capturing live videos, assisting with VIP events, overseeing evaluation activities, gathering and editing content for social media, e-communications and website.

The Marketing and Communications Team also includes a Marketing and Events Assistant 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.

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## Main Duties and Responsibilities

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

### Marketing

- Supporting the Festival Marketing Manager in the delivery of the marketing and communications plan
- Maintaining and driving forward online activity to ensure visibility and reach
- Content creation and delivery of social media and online campaigns
- Co-ordination between the marketing and PR partners
- Being a point of contact for marketing and festival enquiries
- Preparing and disseminating festival communications
- Gathering content from festival artists and producing copy 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 support 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 online analytics
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## 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

Essential Qualifications, Skills and Experience	
Qualifications	<ul style="list-style-type: none"><li>• Degree level qualification in Marketing, Communications, Arts or related subjects</li></ul>
Experience	<ul style="list-style-type: none"><li>• Minimum 1-2 years experience of working in marketing role</li><li>• Experience of managing social media and communications activity (ideally within an arts/creative setting) including confident use of Twitter, Facebook and Instagram</li><li>• Experience in producing copy and overseeing design of printed materials</li><li>• Experience of working with public audiences</li><li>• Experience of delivery of stakeholder and public events</li></ul>
Skills and Knowledge	<ul style="list-style-type: none"><li>• Excellent communication and organisational skills</li><li>• High attention to detail</li><li>• Excellent standard of writing with an ability to communicate complex ideas and interpretations to a wide audiences</li></ul>
Desirable Skills and Experience	

Experience	<ul style="list-style-type: none"> <li>• Experience working in arts festivals settings</li> <li>• Experience creating and publishing online content using a CMS (preferably WordPress)</li> <li>• Experience of creating and publishing e-newsletters (preferably MailChimp)</li> <li>• Experience liaising with Sponsors and Stakeholders</li> <li>• Experience of using Audience Finder Framework</li> </ul>
Skills and Knowledge	<ul style="list-style-type: none"> <li>• Design and web development skills</li> <li>• Video editing skills</li> </ul>

### About Frequency Festival

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

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

Taking place in Lincoln from 24-27 October 2019, the 4-day festival integrates digital culture into Lincoln's historic city landscape with site-specific work, VR and AR, creative technology, talks and live performances. 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.

Since its inception in 2011, Frequency has hosted over 450 local, national and international artists, exhibiting their work to over 60,000 visitors across four festival editions.

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 Threshold Studios: Frequency Festival Directors

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

Established in 1998, Threshold Studios is a social enterprise with a strong track record of working with new and emerging technologies; specialising in the production of exhibition of digital, moving image and public realm works.

We also produce and curate high-quality, no barriers festivals 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.

We are committed to talent and skills development in all that we do and have been delivering industry-facing training linked to production schemes for 21 years. 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.

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## 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.