



# Audience Engagement & Marketing Assistant (Internship) - Frequency Festival 2021

## About RADAR - Creative Graduate Accelerator Scheme

The RADAR Creative Graduate Scheme offers paid internship placements and bespoke mentorship for creative graduates. It is aimed at those looking to gain hands-on experience within the creative sector and a head start after University.

Internships at Frequency International Festival of Digital Culture are part of the RADAR Creative Graduate Accelerator Scheme, and are open to University of Lincoln College of Arts graduates from within the last three years (graduation years 2019, 2020 and 2021).

The Scheme is run by Frequency Festival producers Threshold Studios and supported by University of Lincoln College of Arts. This is an opportunity to develop insights and skills as part of an established cultural festival team, enhance your professional networks and employability in the arts and creative industries.

*"It was a great learning curve for me, a real taste of working in the arts industry and how great it was working together with creative and like-minded people."*

- feedback from previous RADAR intern

## About the Festival

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](https://www.thresholdstudios.com), in partnership with the [University of Lincoln](https://www.lincoln.ac.uk) and supported using public funding by the National Lottery through [Arts Council England](https://www.artscouncil.org.uk). Find out more about the festival on our website: [www.frequency.org.uk](https://www.frequency.org.uk)



## The Team



Frequency Festival is produced and delivered by [Threshold Studios](#), one of the UK's leading creative and cultural agencies, 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.

We have been delivering industry-facing training linked to production schemes for 21 years and have delivered 49 paid internships since 2011.

## The Role

This role will suit a dynamic entry-level marketing / arts administration professional, passionate about social media, digital marketing and communications for public audiences.

The successful candidate will work closely with the Frequency Festival Marketing Manager both before and during the festival period.

The purpose of the role is to support the delivery of data-led, insightful marketing campaigns which connect deeply with local, national and international audiences. The ideal candidate will be skilled at data gathering and excited about the opportunity to use analytics to help the festival marketing team gain insights into audience behaviours, and understand the impact of marketing and communications output.

It's important to bring a detail-oriented approach, to be confident with digital communication platforms and enthusiastic about creating a buzz about the festival with audiences. The successful candidate will gain professional experience in the use of marketing data in planning and implementing communications campaigns and working within a fast-paced festival environment as part of a flagship international event.

The successful intern will gain professional experience in the development of digital marketing content campaigns, enjoy networking opportunities and work alongside arts and culture professionals. This is your chance to be part of a festival team delivering a flagship international creative event. The internship is designed to offer support and development, so we are not looking for the 'finished article'. As a RADAR intern you will receive three tailored mentoring sessions with an experienced creative professional.

The role will include:

- Supporting the collection and analysis of monitoring and evaluation information



- Using analytics tools to evaluate the impact of digital marketing activity
- Keeping data, including records, files etc up-to-date and secure
- Monitoring and reporting on social media content and advertising campaigns
- Inputting into campaign activity - before and during the festival
- Supporting the team to test campaign messaging (eg via online focus groups, surveys & polls)
- 'On the ground' marketing support and face-to-face promotional activity before and during the festival
- Project Coordination and administrative support

## Person Specification

The ideal candidate will be a graduate or postgraduate in a creative subject - e.g. Communications and PR, Creative Advertising, Journalism, Media, English, Art or related areas. They will be driven and committed, calm under pressure and hard working, with the ability to work under their own initiative and within a team.

### Essential

- Qualified to Degree Level - Graduate of University of Lincoln College of Arts (any subject) from within the last three years (graduation years 2019, 2020 and 2021)
- Excellent working knowledge of social media platforms, online communication tools and the surrounding cultures
- Good analytical skills - e.g. interpreting and communicating statistical information and data insights
- Good interpersonal and communication skills
- Self-motivated and hardworking
- Able to work well under pressure
- Organisational and research skills
- Able to work independently, as well as being part of a larger team

### Desirable

- Familiar with Social Media Analytics and associated tools - e.g. Facebook Insights
- Demonstrable experience in creating and publishing online content



## Key Dates

Application closing date: **11 August 2021**

Interview date: **17 / 18 August 2021**

Start date: **1 September 2021**

We are happy to support remote-working if preferred during the earlier stages of the internship. There will be a need for the successful candidate to be in Lincoln during some of the run-up to and duration of the festival though. This can be discussed further if you are shortlisted for an interview.

This internship will commence at the beginning of September and run until mid November 2021 with a combination of part time and full time hours\*.

Throughout the month of October the internship is full time hours in the lead up to and during the festival period. Some evening and weekend work will be required.

\* 3 days per week during September, full-time during October, 2 days per week during November

## Salary

National Living Wage for approx. 292 hours.

## How to Apply

To apply for one of our internship roles, please email your CV and cover letter (no more than one page) to Nathalie Baker - [nathalie@frequency.org.uk](mailto:nathalie@frequency.org.uk).

Please include the name of the internship role you are applying for in the subject header.

We are committed to using skills development to improve accessibility, representation and equality within the creative sector. We welcome and encourage applications from people from a diverse range of cultural and socio-economic backgrounds. If you wish to have an informal chat with a member of the team about the role please email us at the above address.