

JOB DESCRIPTION

Job Title: Digital Content Producer
Accountable to: Director
Employed by: Craftspace's Council of Management

Salary/hours: 0.5 Post annualised hours
12 month Fixed Term
£14,392.50 per annum for 18.75 hours/week.

Contract: The role is offered on a fixed term contract on a PAYE basis.

Job Purpose and Role

Craftspace is embarking on a 12 month Digital Programme funded by an Arts Council Lottery Project Grant, this is a transformational programme of new digital commissions and assets to expand our existing programme. The work will help to build new organisational skills and capacity, and result in a digital strategy. We will be working with The Audience Agency who will support us to build online communities with targeted audiences. During this period Craftspace will also be delivering an 11 month project of participation and making across Birmingham '6500 objects'.

The post holder will plan and commission new digital programme content from artists, and create and edit digital content. External audience development consultants will advise on metrics, tools and platforms to inform the programme delivery and measurements leading to medium term strategic recommendations.

The post-holder will co-ordinate and deliver activity with programme and operational staff to meet key milestones across the two projects. In addition to the core Craftspace team they will liaise with artists, creatives, a freelance project manager and the Youth Digital Producer.

Principal Duties and Responsibilities

- 1. Digital infrastructure: provide digital skills, knowledge and expertise to support the team.**
 - 1.1 Support The Audience Agency to undertake a digital skills audit for staff and board
 - 1.2 Review current online data collection tools, analytics, software and make recommendations for improvements including alignment of data; support the Marketing Manager in implementing recommendations, with reference to The Audience Agency.

2. Programme: co-ordinate, deliver and produce digital programme content and assets

- 2.1 Review tangible and intangible programme assets and existing plans for commissioning in relation to Festival of Commoning, Queer Metal and Making for Change. (The Digital Programme)
- 2.2 In liaison with the Director and Programming team make recommendations on content and format in order to finalise Digital Programme commissioning plan for implementation.
- 2.3 Work together with Operations & Development Manager to allocate resources from the programme budget for approval by Director.
- 2.4 Deliver commissioning plan, publish and promote assets to achieve impact with partners and audiences, and ensure milestones are achieved.
- 2.5 Create and edit original content; film, photography, graphics and audio utilising Adobe Creative Cloud or free software.
- 2.6 Co-ordinate venue/stakeholder meetings to support digital programme delivery.
- 2.7 Identify appropriate formats for content and package them for venues/partners to use.
- 2.8 Devise evaluation questionnaire for artists and venues to inform future content/strategy.
- 2.9 Lead on best practice and guide colleagues on producing high quality content appealing to our audiences.
- 2.10 Co-ordinate meetings with artists, prepare artists briefs and draft contract documentation for approval.
- 2.11 6500 Objects: devise and deliver a process for capturing an audio visual record of '6500 Objects' including making these publicly accessible in digital form and an end of project physical showcase event.
- 2.12 6500 Objects: prepare brief for audio-visual documenter, co-ordinate appointment.
- 2.13 Have oversight of particular IP requirements for digital assets.

3. Audience Development: co-ordinate and deliver assets and tools for audience growth activity

- 3.1 Work with Marketing Manager to review marketing assets, make recommendations and prepare briefs where required. Provide advice to team on enhanced digital assets for marketing and together with marketing assistance organise procurement.
- 3.2 With input from The Audience Agency put in place appropriate tools, data capture and evaluation to measure engagement and impact of digital content.
- 3.3 Contribute insights and knowledge to audience development work, audience demographics and suitability of digital assets and platforms.
- 3.4 Review digital programme assets for commercialisation e.g. ticketed access to online workshops/instructable resources, talks, screenings.
- 3.5 Publish content on Craftspace's website for Digital Programme & 6500 Objects, or other platform as appropriate.
- 3.6 Contribute to branding discussions and development where required.

4. Ongoing over 12 month period

- 4.1 Prepare progress reports on digital programme for Board.
- 4.2 Update project timeline, maintain data records.
- 4.3 Track and act on data relating to audience engagement, e-commerce and website performance.
- 4.4 Actively pursue and develop all duties and responsibilities in accordance with Craftspace's core values, code of conduct, equality of opportunity policy, health and safety policy (including risk assessment and safeguarding), data protection policy and core values in relation to disability.
- 4.5 Craftspace endeavours to meet its obligations in relation to the Equality Act 2010 and Data Protection Act. Employees are required to carry out their duties in accordance with organisational policy, commitments and plans.

Personal Specification

Essential

- At least two years' experience in a similar / complementary digital environment with a proven track record.
- A track record of working as part of a team
- Someone 'plugged in' to the arts world, its digital trends and passionate about engaging audiences.
- Demonstrable examples of project planning, delivery and evaluation.
- Demonstrable examples of creating and commissioning high quality and accessible content for online platforms.
- Demonstrable experience of creation and editing of digital content; photography film, graphics and audio, utilising Adobe Creative Cloud software or other free software.
- Experience of using website data capture tools, Google Analytics SEO optimisation and native social media analytics for instagram, facebook, youtube, twitter.
- Experience and understanding of data analysis and evaluation to meet business needs, including evaluating online activity.
- A creative, lateral thinker, enthusiastic team player and collaborator. Able to undertake duties using their own initiative.
- A high level of attention to detail and presentation, copywriting and proofreading.
- Good organisational and time management skills with the ability to manage multiple deadlines, prioritise workload and keep cool under pressure.
- Experience of e-commerce websites: monitoring and review.

Desirable

- Knowledge of the role of digital in charitable organisations
- Knowledge of digital marketing campaigns
- Disability access methods and tools
- Experience of skills audits.