

## **JOB DESCRIPTION**

**Job title:** Content Producer

**Department:** Marketing and Communications

**Reporting to:** Head of Digital with dotted line to Marketing Manager

### **BACKGROUND AND CONTEXT**

English National Ballet (ENB) exists to bring world-class classical ballet to the widest possible audience - delighting them with the traditional and inspiring them with the new.

Under the leadership of Artistic Director, Tamara Rojo, the Company's artistic output, reputation and ambition is growing rapidly. Our vision is centred upon the desire to extend the reach and impact that we have upon audiences and to provide a diverse range of opportunities for people to experience our work – live and digitally.

It is also an exciting time to join us as we have just moved into our purpose-built new home - the cultural anchor of a new community on London City Island, Canning Town.

### **PURPOSE OF THE POST**

We are looking for an experienced and creative Content Producer to work collaboratively across our teams to research, plan and develop a regular programme of innovative content and storytelling to support our marketing campaigns and raise brand awareness.

Working within the Marketing and Communications team, you will be responsible for the planning, development and commissioning of audio-visual and written content across our website, social media channels and other digital platforms.

You will manage relationships with freelancers, project managing the creation of compelling content that excites and engages audiences and supports our wider marketing, sales and digital objectives.

The successful candidate will be an experienced, highly motivated and creative thinker with a strong track record engaging audiences online.

### **KEY RESPONSIBILITIES**

**Content Creation**

- Research, develop and commission high-quality editorial content including video, visual, audio and text for use across our website, blog, social media, digital advertising and other channels, ensuring it reflects our brand and objectives.
- Manage the entire creative production process, including ideation and creation of visual assets, distribution, and analysis. Control the aesthetic across content assets ensuring deliverables meet high standards of quality.
- Develop and manage positive working relationships with artists, contributors and talent and be able to give and receive constructive feedback.
- Coordinate and produce video shoots: manage scope of project, assemble talent and crew, provide project estimates and oversee budgets.
- Support the Head of Digital on broadcast and live streaming initiatives working with external partners and agencies as necessary.

### **Strategy and Planning**

- Work closely with the Head of Digital and Marketing Manager to develop a rolling programme of high-quality digital content across our channels, to support marketing campaigns and raise brand awareness.
- Work closely with our Development and Engagement teams to devise and deliver content to support fundraising and learning objectives.
- Develop strategy, guidelines and internal policies to support the development of our digital content seeking ongoing improvements in the content production process.
- Monitor the company schedule to identify opportunities for content development, coordinating with the in-house team and/or external suppliers as necessary.
- Identify and build relationships with key influencers inside and outside ENB to ensure our content reaches the widest possible audience.
- Keep up to date with digital content marketing and social media trends and innovations, actively seeking out knowledge sharing opportunities, feeding insights back to the team and advising on inspiration for new approaches.
- Analyse stats regularly to inform creative decision-making for individual creative, campaigns and long-term strategy. Produce regular analytics reviews of digital content activity in line with agreed KPIs, identifying opportunities for improvement and methods for further optimisation.

### **Resource Management**

- Management of selection and day-to-day activity of freelance filmmakers, writers and other content creation roles as required.
- Be responsible for the selection and management of external production suppliers, ensuring content is delivered according to brief, schedule and within set budgets.

- Identify and clear rights as required on any film, photographic or music material for use on our channels.
- Ensure archival filming of productions, managing delivery process, asset management and distribution.

### **Website and Microsites**

- Act as overall editor to the website, ensuring that all areas carry accurate information, has consistent style and tone and are search engine optimised.

### **Marketing and Social**

- Work with the Marketing team to develop creative approaches in the use of social media and contribute to the development of our social media community.
- Ensure that content is optimised for each social media platform.

### **Project Management**

- Lead on the planning and management of a range of content projects to deadline, reviewing and continually prioritising the workload accordingly.
- Develop and manage the project approvals process, ensuring that all content meets the highest standards of English National Ballet.
- Manage the digital content production budget, ensuring projects are delivered to plan and identifying areas for future investment.
- Develop positive working relationships with colleagues, contributors and internal and external stakeholders to ensure projects are delivered on time.

### **General**

- Attend opening nights and other events, including photo-calls and filming, out of normal working hours as required.
- Participate in the provision of the safe working environment, adhering to the Company's Health and Safety policies at all times.

## **PERSON SPECIFICATION**

### **Essential**

- Minimum three years' experience working in a digital content creation role within the performing arts.
- An understanding and/or passion for ballet and dance.
- Demonstrable creative approach to developing and implementing content including video, blogs and editorial content. A strong understanding of the digital

and social media landscape and an understanding of how to engage an audience on each platform.

- Demonstrable planning and project management skills with the ability to work across a range of initiatives and prioritise effectively in order to deliver to tight deadlines.
- Experience of taking ideas from concept to finished product whilst remaining open to opportunity and maximising creativity. Extensive experience of commissioning internal and external suppliers to deliver high quality creative content in response to a brief.
- Experience of producing and managing content calendars and schedules.
- Experience of producing reports using analytics platforms such as Google Analytics, Twitter Analytics, Facebook Insights, actively using insights to inform future work
- Excellent communication skills with a high-standard of written English.
- Ability to work collaboratively, to build and maintain relationships and to inspire creative input from colleagues, subject specialists and stakeholders at all levels.
- Experience working with content management systems such as WordPress or a similar open source publishing platform.
- Strong experience of budget planning, with a keen understanding of how to create compelling content in the most cost-effective way.
- Good working knowledge of Microsoft Office, Outlook, Word and Excel.

### **Desirable**

- Experience of licensing and copyright pertaining to the arts and the development of content for online use.
- Practical experience using Adobe Creative Suite, including editing software such as Adobe Premiere Pro and Adobe Photoshop.
- Experience of managing and delivering live broadcasts through external suppliers.

***This job description is a guide to the nature of the work required of the prospective employee and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required in the future.***