

The Line: Digital Producer

Job Description and Person Specification

Part-time permanent contract

2 days per week

Commencing October 2021

Salary and hours: £28,000 per annum, pro rata (15 hours p/week)

Employment benefits include holiday entitlement of 28 days per annum which are inclusive of the 8 normal public holidays for a five-day working week (holiday entitlement is pro rata for part-time employees) and contributory NEST pension scheme.

Probationary Period: 3 months

Full employment terms will be included within the contract of employment.

Reports to: Director with involvement from wider team

Location working from our offices at Cody Dock as well as remotely

Overview

The Line is recruiting for a Digital Producer who will join the team at an exciting time to develop and realise design and digital content to reach and expand our audience.

Building on the success of recent digital programming – including a new website, digital guide with Bloomberg Connects and artist audio and films – The Line is now seeking a creative, dynamic and versatile digital producer to work with our existing branding to create and manage a cohesive design approach across the organisation. The Producer will work closely with The Line team to develop digital content including film, audio and photographic documentation of our work. You will be joining the organisation at a time of growth with the opportunity to contribute significantly to our profile and reach.

You will help to design materials to support our engagement activities to ensure that the art, heritage and wildlife on the route are brought to life for as wide an audience as possible. We will also be commissioning an accessibility audit and you will need to build on these learnings as we upgrade our communications across the board (including our in-situ signage, app and website) to ensure that we meet accessibility requirements / expectations.

As our first Digital Producer, you will be instrumental in developing how The Line looks, feels and sounds to audiences on the route, online as well as to key stakeholders, partners and funders.

Purpose of the role

- To support The Line's mission to engage, educate and inspire the public through digital programming, engagement and distribution
- To build on The Line's existing brand identity and visual language to create standard reporting documents and organisation-wide design protocols

- To design clear, user friendly and accessible resources for a wide range of audiences ranging from teachers, early-stage dementia patients and mental health groups
- To create user-friendly templates for presentations on Powerpoint / Keynote etc. about The Line
- To support the documentation and evaluation of The Line's work through compelling graphic content which creates a strong narrative about benefits and impacts (including the use of data visualisation)
- To ensure that The Line is effectively measuring the impact of our digital programming in a way that supports ongoing fundraising and our case for support.

Responsibilities

Develop and create new content to include:

- Audio content for our Bloomberg Connects app (recording and editing) – the team will support in the development of this
- Artist films to document artworks on The Line
- Content for social media – e.g. photos with text / audio, video clips etc
- Artwork signage, interpretation panels and acknowledgement boards on The Line
- Project: work with an illustrator to design a hoarding on The Line to promote wildlife discovery
- Patron packs and funding reports to capture and convey the benefits and impacts of The Line (to include data visualisation)

Where relevant, this role will also involve online events, workshops and panel discussions to enhance digital engagement.

As appropriate, you will be the primary point of contact with suppliers in relation to digital programming and you will ensure excellent communication with artists, cultural partners and stakeholders.

Ongoing tasks:

- Work with The Line team to identify digital opportunities to maximise audience reach and engagement-with our work
- Update The Line's map as artworks are added / removed
- Update The Line's website with the above, as well as updating events / collaborations / learning opportunities etc
- Update The Line's app with Bloomberg Connects as above
- Photograph works on The Line and film live events and workshops
- Support the promotion of The Line across social media on Twitter, Instagram, Facebook and LinkedIn
- Set up and manage The Line's Tik Tok account
- Design Mailchimp mailouts
- Assist audience development processes by mapping digital interactions across Google Analytics, Mailchimp, Bloomberg Connects and social media platforms
- Implement recommendations from accessibility audit on signage and across digital platforms
- Develop ideas to supplement existing IRL and digital wayfinding on The Line

- Ensure that The Line's digital content is produced and distributed at the highest quality using the most appropriate digital platforms, tools and presentation methods
- Secure appropriate licensing for any digital distribution

General:

- Occasionally visit The Line to document and capture projects and events outside as required
- Adhere to The Line policies (including Equalities (diversity and access), Environmental and Health and Safety) and support the development of The Line's Digital Strategy
- Any other duties as reasonably required

About you:

Essential:

- Proven track record of delivering successful digital content across film, audio and print media
- Experience of producing high quality photographic, filmed and audio content in the process of making, capturing and distribution
- Experience in the use of InDesign, Illustrator, Adobe Photoshop, CMS audio and video editing software
- The ability to effectively build on our existing visual identity and design to promote The Line through compelling content and visual narratives
- Experience of managing production of digital and design projects from commencement to delivery
- Resourceful and willing to work as part of a very small team with small budgets
- Enthusiastic with a passion for brilliant accessible content, arts and community

Desirable:

- Educated to degree level preferably in a relevant subject or equivalent work experience
- Demonstrable interest in visual arts
- Experience of expanding audiences for online content
- Experience of using data visualisation to animate reports and policy documents
- Experience of producing contracts and schedules to ensure robust planning, delivery and communication across all digital programming
- Monitoring and evaluation skills
- Up to date knowledge around inclusion and accessibility in wayfinding and the digital sphere

Behavioural Approach

- Highly organised, self-motivated and innovative
- Flexible and collaborative
- Creative and resourceful
- Team player

Circumstances

- The Digital Producer will have the opportunity to be based at The Line's offices at Cody Dock if desirable however home working will also be acceptable.
- Due to Covid restrictions, we will expect candidates to have a suitable environment for effective home working.
- Flexibility with working hours is possible however, ideally, we would prefer the candidate to work the same two set days each week.

Application deadline and interviews

The closing date for applications is 12 noon, Monday 20 September.

Interviews are expected to take place on Thursday 30 September.

We are committed to equality and diversity within our workforce and in all opportunities. Our recruitment process is open to all but we would particularly like to encourage applications from people from Black, Asian and ethnically diverse backgrounds, those who identify as LGBTQ+, those from lower socio-economic backgrounds and those who identify as disabled, as these groups are currently underrepresented in our teams and the cultural sector more widely.

How to apply:

1. Read the Job Description

2. Email info@the-line.org and include:

- A cover letter setting out why you are the right person for the role
- Your CV (two pages maximum)
- Presentation of past work / projects (max 8 slides) or short video or sound file – please use WeTransfer for file sharing – <https://wetransfer.com/> and embed a link in your email to us
- [Equal Opportunities Monitoring Form](#) (please note this will not be reviewed by the individuals reviewing applications)
- Names and contact details of two referees. At least one of these should be your current or most recent employer.

If you would like any further information, have any specific requirements or would like to discuss any aspect of the role in confidence, please contact info@the-line.org to arrange a call.

Any application received after the deadline may not be included in the recruitment process.

If this process is not an appropriate method for you because of an impairment or disability, please contact us to make alternative arrangements.

We will acknowledge all applicants with a response.

This job description is available in large print.
Please email info@the-line.org

