

## **The Line: Digital Producer**

### **Job Description and Person Specification**

#### **Part-time permanent contract (job share)**

**3 days per week: Monday, Wednesday and either Tuesday or Thursday**

**Commencing: August 2022**

**Salary and hours: £28,000 pro rata (22.5 hours per week, excluding breaks)**

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:** Head of Operations and Production with involvement from wider team

**Location** working from our offices at Plexal (Here East) in Queen Elizabeth Olympic Park as well as remotely

#### **Overview**

The Line is London's first dedicated art walk. The Line exists to connect communities and inspire individuals through an outdoor exhibition programme where everyone can enjoy art, nature and heritage for free. The route runs between Queen Elizabeth Olympic Park and The O2, following the waterways and the line of the Greenwich Meridian. Find out more information [HERE](#).

The Line is recruiting a Digital Producer (job-share) who will join the team at an exciting time to work on design and digital content to engage and expand our audiences.

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 seeking a creative, dynamic and versatile digital producer to work with our current Digital Producer as a job-share.

The role will require you to work with existing branding to create and manage a cohesive design approach across the organisation. You will be joining the organisation at a time of growth with the opportunity to contribute significantly to our profile and reach. The creation of compelling visual content will be essential, including the design of key materials including learning resources, funding reports, patron packs and signage.

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. We are soon to complete an accessibility review 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 and expectations.

## **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, mental health groups
- 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**

Design and create new content to include:

- Artwork signage, interpretation panels and acknowledgement boards on The Line
- Patron packs and funding reports to capture and convey the benefits and impacts of The Line (to include data visualisation)
- Audio content for our Bloomberg Connects app (recording and editing) – the team will support in the development of this

In addition, on occasion, the role may also include:

- Supporting the development of artist films to document artworks on The Line
- Creating content for social media
- The organisation of events, workshops and panel discussions to enhance digital engagement.

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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 app with Bloomberg Connects as above
- Photograph works on The Line and film live events and workshops
- 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

In addition, on occasion, the role may also include:

- Updating The Line's website with new installations, events, collaborations etc

- Supporting the promotion of The Line across social media on Twitter, Instagram, Facebook, TikTok and LinkedIn
- Designing Mailchimp mailouts
- Assisting audience development processes by mapping digital interactions across Google Analytics, Mailchimp, Bloomberg Connects and social media platforms

**General:**

- Occasionally visit The Line to document and capture projects and events outside as required
- Adhere to The Line policies and support the development of The Line's Digital Strategy
- Any other duties as reasonably required

**About you:**

Essential:

- Graphic design experience
- Proven track record of delivering successful digital content across print, audio and film media
- 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
- Experience of producing schedules to ensure programmes are delivered on time
- Resourceful and willing to work as part of a 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
- 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 Plexal (Here East) in Queen Elizabeth Olympic Park. If desirable, home working will also

be acceptable, however there would be a requirement to attend some meetings in person.

- We expect candidates to have a suitable environment for effective home working. Some flexibility with working hours is possible however, ideally, we would prefer the successful candidate to work Monday, Wednesday and either Tuesday or Thursday (fixed).

### **Application deadline and interviews**

The closing date for applications is Monday 4<sup>th</sup> July at 5pm. Interviews are expected to take place via MS Teams on Tuesday 12<sup>th</sup> July between 3-6pm.

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 [workwithus@the-line.org](mailto:workwithus@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 [workwithus@the-line.org](mailto:workwithus@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 [workwithus@the-line.org](mailto:workwithus@the-line.org)