

Creative Content Producer at The Line

Job Description and Person Specification

Part-time permanent contract

3 days per week between Monday and Thursday
Commencing June 2024

Salary and hours: £30,285 pro rata 3 days (£18,171 for 24 hours per week, inclusive of a one-hour lunch break)
Employment benefits include holiday entitlement of 25 days per annum plus public holidays pro rata (15 days plus public holidays for a three day a week post)
Contributory NEST pension scheme

Probationary Period: 3 months
Full employment terms will be included within the contract of employment

Reports to: Head of Operations & Production with involvement from wider team

Location: working from our offices at Plexal (Here East) in Queen Elizabeth Olympic Park.
Arrangements for hybrid working can be considered but 2 days in-person is a minimum requirement.

Timeline:
Monday 8th April 9am: deadline for applications
Wednesday 1st May: first round of interviews
Wednesday 8th May: second round of interviews

About The Line

The Line is East London's public art trail that connects Queen Elizabeth Olympic Park and The O2, following the waterways and the line of the Greenwich Meridian. Its mission is to connect communities and inspire individuals through a dynamic outdoor exhibition programme where everyone can explore art, nature and heritage for free. The Line focuses on collaborative engagement projects that support wellbeing and learning, as well as providing opportunities for young people to develop skills and improve employability. Find out more information [HERE](#).

The Line was co-founded by its Director, Megan Piper, and the late regeneration expert Clive Dutton OBE, with a commitment to connecting people and place and the transformative potential of art. We focus on collaborative engagement projects that support wellbeing and learning, as well as providing opportunities for young people to develop skills and improve employability.

The Line values an open, inclusive and nurturing environment to promote collaboration, creativity and wellbeing. We aim to listen and learn from the people we connect with and believe in the transformative impact of art and nature. We are committed to increasing access through our programmes and challenging barriers to participation.



You will be joining The Line at an exciting time in the organisation's life, following a period of significant growth in the team and board of trustees and the development of new programmes.

About the role

The Line is recruiting a **Creative Content Producer** who will join the team to predominantly work on graphic design outputs to support the organisation's visual brand. The Line is seeking a dynamic and proactive individual who has vision as well as a hands-on practical approach, comfortable within a small and busy team.

The role will require you to deliver design work and digital content with a cohesive design approach across the organisation using The Line's brand guidelines. The creation of compelling visual content will be a core responsibility, including the design of key materials across digital and print e.g. maps, learning resources, promotional assets, funding reports, patron packs and signage updates.

You will design digital marketing assets for use across web, social media and our newsletter to help communicate our exhibition and engagement programmes and ensure that the art, heritage and wildlife on the route are brought to life. In 2022, an accessibility audit was completed and you will need to build on these learnings as we upgrade our communications across the board (including our 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 visual communication and design
- To design clear, user-friendly and accessible wayfinding and resources for a wide range of audiences, including teachers, children, people living with early-stage dementia and mental health groups
- To create compelling and dynamic design to attract patrons and funders
- To support the documentation and evaluation of The Line's work through compelling graphic content and data visualisation to create a strong narrative about The Line's impact
- To shape and deliver fresh, impactful content that raises awareness of The Line's work and attracts people to engage with our programmes
- To use standard design templates and organisation-wide design protocols based on The Line's brand guidelines.

Responsibilities

Design and create new outputs:

- Update and create artwork signage, interpretation and acknowledgement panels on The Line
- Design a wide range of organisational documents such as patron packs and funding reports to capture and convey the benefits and impacts of The Line
- Design promotional assets such as posters, booklets, maps
- Develop and produce a compelling visual narrative that promotes artwork launches, events, engagement programmes, and digital projects through social media content including photography, graphic design, illustration, reels
- Basic editing of audio and video footage for web, app and social media
- Produce content that is informed by our audience development plan and communications strategy
- Occasionally collaborate with strategic partners on content production.

Ongoing tasks:

- Be the main point of contact for filmmakers, liaising on the production of short documentary films about the development of commissioned projects on The Line
- Prepare audio content, including artist introductions for Bloomberg Connects, liaising with producers as required
- Work alongside the Digital Communications Coordinator to plan content in line with our yearly programme as well as trends, organic storytelling concepts and relevant sector activity
- Ensure visual assets correspond effectively with copywriting across digital platforms, led by the Digital Communications Coordinator
- Update The Line's maps as artworks are added / removed
- Photograph works on The Line and film live events and workshops
- Work with the Digital Communications Coordinator to update The Line's website with refreshed content relating to new installations, events, collaborations etc
- Work with the Digital Communications Coordinator to update The Line's digital guide on the Bloomberg Connects app with refreshed content
- Work with the Digital Communications Coordinator to 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.

General:

- Visit The Line to document and capture projects and events outside as required
- Liaise with freelancers and agencies on outsourced content production
- Adhere to The Line's policies and deliver on The Line's Digital Strategy as part of the wider Strategic Plan, as well as working towards its targets
- In addition, the role may include supporting the wider team with audio-visual production, contact with suppliers and digital engagement events

Person specification

Essential:

- Strong professional graphic design and content creation experience (4 years minimum)
- Experience in the use of InDesign, Illustrator, Adobe Photoshop, Premiere Pro, WordPress (or alternative CMS)
- Proficiency in web design (UX and UI design and the use of tools such as Figma)
- Experience in designing impactful content across digital, print and audio-visual media from commencement to delivery
- Experience in working with brand guidelines and protocols to build a strong brand
- Experience of expanding audiences and developing collaborations for online content
- Knowledge and understanding of best practice around inclusion and accessibility in wayfinding and digital
- Resourceful and willing to work as part of a small team with lean budgets
- Enthusiastic with a passion for art, engagement and the outdoors.

Desirable:

- Experience of using audio and video editing software
- Experience of collaborating with creative partners
- Experience of seeking out promotional opportunities

- Excellent copywriting, and proof-reading skills
- Educated to degree level, preferably in a relevant subject or equivalent work experience

Behavioural Approach

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

Circumstances

- Flexibility for occasional weekend working and evening events

Application deadline and interviews

The closing date for applications is **9am on Monday 8th April**. Interviews are expected to take place in person at The Line's offices at Here East (Queen Elizabeth Olympic Park) on **Wednesday 24th April** and for the selected candidate to start as soon as possible after this date.

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 and include:
 - A cover letter (no more than two sides of A4) or supporting statement setting out how your experience, interests and skills respond to the person specification, using examples
 - Your CV (no more than two sides of A4)
 - Examples of past work / projects (max 8 slides or short video) – please use [WeTransfer](#) for file sharing – 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, email addresses and telephone numbers of two people who can supply a reference. At least one of these should be your current or most recent employer.

If you do not meet all criteria in the person specification but feel you meet the majority or bring alternative strengths, please feel encouraged to apply.

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 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