



DIGITAL PRODUCER

JOB PACK

EAST ST ARTS

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Cover letter

Hello,

We are so pleased that you are interested in this post. If you don't already know us - East Street Arts are a creative social enterprise and charity. We create space for making art, social events and learning opportunities to make our cities better places to live and work.

Our work can be seen on buildings, the high street and in neighbourhoods. We are here to support artists as we believe they have the talent, energy, ideas and determination to change our worlds.

Founded by two artists 29 years ago, we continue to be led by Karen Watson and Jon Wakeman as Artistic Directors. The team is made up of over 30 staff members and freelancers working across a diverse range of programmes and projects.

This is an exciting and dynamic role within East Street Arts team, working across multiple programmes and teams to consider the learning and legacy of projects as artist resources.

We encourage applications from those with less visibility in the arts. And specifically welcome applications from LGBTQIA+, Disabled and Black, Asian and Minority Ethnic candidates. Self-definition is at the sole discretion of the applicant.

We are happy to make reasonable adjustments to our recruitment process, interviews and of course the way we work and our workplace to adapt to the needs of any employee experiencing access barriers. If you're interested in this role, but aren't sure if it is for you, you are welcome to contact us for an informal conversation. We can tell you a bit about what it is like to work here, and you can ask any questions you need to before committing to applying. We are trying to make our application process as open and accessible as possible, so if you have any feedback we would love to hear it.

Otherwise, read on and apply! We can't wait to hear from you. Karen and Jon

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Role Overview

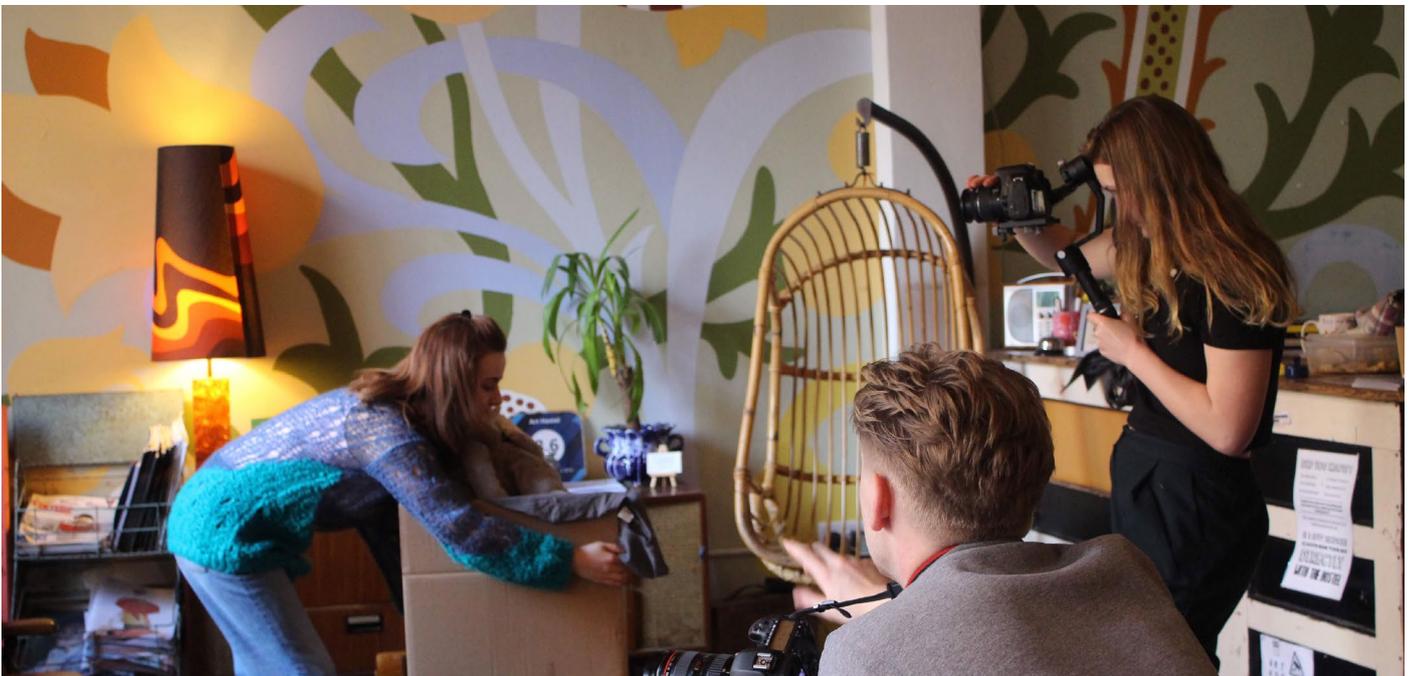
This is an exciting and dynamic role within East Street Arts team, working across multiple programmes and teams to consider the learning and legacy of projects as artist resources. During the pandemic, as with other organisations, East Street Arts moved much of its programming online and this opened up a wealth of possibilities when you consider accessible engaging content to be shared across multiple platforms.

The purpose of the role is to develop and deliver engaging artist resources hosted on East Street Arts dedicated resource webpage, building on existing content and creative innovative strategies for new content.

One of the key aspects of this role is to ensure the learnings and legacy of East Street Arts Guild project is realised online. Guild is a sector support programme supporting and empowering artists to help them create more resilient and sustainable work via artists' spaces. Currently Guild has produced a number of resources vital for the sector and it is important we incorporate these resources into our website in the most accessible way possible.

This role will take ownership over the development and delivery of this ambition whilst also presenting East Street Arts with new ideas on how to further explore this new avenue for the organisation.





Key Responsibilities

- Work with artists and staff to create and produce new public facing content (interviews, blogs, videos, podcasts, and other digital media) to enhance the artist support, research and engagement programmes across East Street Arts.
- Work with artists and staff to assess the existing content/resources and make appropriate changes (editing, designing etc) for sharing on East Street Arts website.
- Work with the Creative Producer to ensure East Street Arts brand is visible and the content fits with project specific identities ensuring continuity and consistency across the website.
- Work with the Guild team to ensure the legacy of the project is clearly communicated and all current and existing research is presented on East Street Arts website.
- Ensure we are effectively measuring and tracking analytical data and evaluating and reporting on the impact of our digital content in a way that meets our stakeholder expectations and outcomes.
- Develop a plan and structure for content creation and ensure the parameters (need, look, execution, access) are communicated to the staff team.
- Produce a work plan that outlines a timeline and key milestones for producing and assessing resources, populating the website, going live and marketing.
- Work with the marketing team to develop a communications strategy (inclusive of but not limited to; infographics, sound bites, video clips) ensuring the resource page is marketed to a wide variety of audiences.
- Secure any appropriate licensing for any digital distribution.
- Ensure accessibility is considered throughout all aspects of planning, development and creation of new digital content.



Person Specification

- You will be entrepreneurial, a creative thinker with a passion for contemporary culture.
- You will be able to navigate multiple demands and have an understanding of how to prioritise the work flow.
- You will be excited by new media and its possibilities in creative production and communication.
- You will have an interest in creative research, policy development and knowledge sharing.
- You will understand the importance of inclusivity and diversity when developing new work.

Essential skills

- You will have strong digital production and editorial skills, with a track record in producing high quality audio, video and design content, ideally for cultural organisations.
- You will have strong skills in creative producing, from project concept to inception, delivery and evaluation.
- You have experience in creating digital content strategies for creative projects.
- You will have managed freelance digital creatives such as but not limited to; camerapeople, editors and designers.
- You will have collaborated and communicated with artists, interviewed them or supported them.
- You have experience of self-producing as well as working collaboratively with external creatives and as part of a team.
- You will have an understanding of creating accessible content (audio description, image description, captioning, transcripts, BSL interpretation).

Desirable skills

- Technically proficient in Final Cut Pro and/or Adobe Premier Pro.
- Technically proficient in wordpress.
- Technically proficient in Adobe Photoshop and/or Illustrator, InDesign.

Terms of the brief

Salary: £26,000 (pro rata)
Hours: 30hr/week
Reports to: Artistic Director
Responsible for: Copywriter and Social Media Assistant

The role is offered as a part-time, permanent position.



How to apply

Deadline:

12pm Friday 17th June 2022

Pre application

If you are interested and would value an informal conversation about how it may suit you at this stage in your career, we would love to hear from you. Please contact Jon Wakeman (Artistic Director): jon@esamail.org.uk Title your email: DIGITAL PRODUCER

Submitting an application

Please complete the attached application form and submit to: rosena.stevens@esamail.org.uk

Before starting your application, please do take a read through and contact us if anything is unclear or if you need support in making your application.

If you would prefer to make an application by video or voice recording, it should be no longer than 5 minutes and provided as a google link.

In the video, please tell us:

- Your name, postal address, phone number and email address
- Why are you interested in this role and contributing to the work of East Street Arts?
- What skills, knowledge and experiences do you have that are relevant to the role?
- Your top three professional achievements and why you're proud of them?

We do offer all of our team members training, mentoring, networking and other support – so if there are areas of the job you're not completely confident with, let us know and we can work out ways of supporting you better.

Recruitment and selection process

Interviews will take place Thursday 30th June or Friday 1st July 2022

If these dates are a problem for you, please let us know in your application. If invited to interview, we will ask you if you need any reasonable adjustments. This includes reimbursing reasonable expenses incurred within the UK.

Interview questions and process will be distributed in advance, in order to give you time to prepare.

EAST ST ARTS

making space for artists

registered charity 1077401

eaststreetarts.org.uk

[@eaststreetarts](https://www.instagram.com/eaststreetarts)



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