

job description: digital content producer

post title	digital content producer
salary	£22,000 – £25,000 (pro rata) per annum depending on experience
responsible to	Artistic Director & CEO
responsible for	freelance artists, writers and content makers
hours	this is a flexible part-time role (equivalent of 20 hours p/w)
contract	initial fixed-term contract (October 2018 – March 2019) with a view to extend (funding-dependent)
probation	3 months
holiday	30 days (pro rata) including bank holidays

purpose of the role

We are looking for a dynamic individual who wants to create brilliant digital content that shares our curiosity about the intersectional experience of what it is to be of African heritage in Britain, today. This brand-new role seeks an innovative individual to lead on generating our own active and distinctive presence on the platforms where our audiences hang out, and participate in an energised online cultural scene using original and bespoke content.

a little about us

Founded in 1997, our journey mirrors that of the British Africans we seek to serve; from telling stories of emigration and diaspora to reflecting on the relationship Britain and British-Africans have with Africa.

In 2014, Natalie Ibu became tiata fahodzi's third Artistic Director and with her came a question: what does it mean to be of African heritage but of mixed experience? In 2014 and beyond, we continue to reflect the changing and developing diaspora with a particular interest in the dual and the in-between, in those who straddle worlds, cultures, languages, classes, heritages, races and struggles. It's in this – the messy, the multiple and the complicated identity politics – that tiata fahodzi sits, acknowledging that our audiences are more complex and contrasting than ever. Our work starts with the contemporary British African experience but reaches beyond to ask us all, what does it mean to live here, today?

We want our work to look around and look forward – contemporary stories told in modern and innovative ways – and to embrace the multiple in all ways – narrative, form, experience, identity, perspective, scale.

We want to see a cultural ecology in Britain where everyone feels invited and welcome to participate. A culture where all experiences – including the contemporary African heritage experience – are celebrated so that we get to see ourselves in our full complexity, where shortcuts fail to function, and where stories offer understanding, and feels relevant to the lives we live.

If you'd like to discuss your application or the post before applying, please contact Natalie Ibu, Artistic Director & CEO on natalie@tiatafahodzi.com.

main duties and key responsibilities

create new content

- Commission, create and curate distinctive, original digital content – drawing on multiple voices, unlocking the opportunity to join up with potential and current audiences and collaborators.
- Manage our YouTube channel, including the generation of unique content and playlists.
- Curate our blog including writing and commissioning others, with the tiata fahodzi critical writer.
- Keep up-to-date with current digital and cultural trends, suggesting new ideas for artistic content for our website and social media platforms.
- Identify, create and maintain online profiles for the company.
- Responsible for all in-house digital content.
- Develop our rapid response digital commission strand.
- Research, commission and manage suppliers and/or creative agencies to help in the creation of content.

strategy and branding

- Work with the Artistic Director to develop and implement a new digital strategy and refine the digital voice of the company.
- Growth of our e-mailing list and development of strategies for capturing and analysing data about our digital audience.
- Develop social media strategy and manage our social media accounts across facebook, twitter, instagram and any other relevant social media channels – including content generation, daily interaction and provocations.
- Research, devise and deliver a digital strategy around productions and projects – namely, Arinzé Kene's *good dog* – which will tour in spring 2019 for eight weeks – a short film series and the Artistic Director Leadership Programme.
- Following the relaunch of our website, continue to build assets, sustain the amplification of the brand and look for opportunities to grow the company's profile and bring the brand to life.
- Lead the fundraising effort for opportunities to develop additional digital projects.
- Build relationships with relevant influencers across all social media platforms.

management

- Content management of our website; generating new content, writing and commissioning blogs and ensuring that all show pages and company information is kept up-to-date.
- Manage the e-marketing schedule, building and sending emails to the mailing list.
- Grow our online audience and social media reach, targeting platforms and networks where target audiences spend time.
- Develop guidelines, internal policies and processes to support the development of digital content.
- Lead on the curation, planning, and management of a range of projects to deadline.
- Manage project administration including financial records, reporting, and contracts.
- Regularly monitor and report on social media analytics and track the success of all social media activity and specific campaigns.
- Manage and report on a department budget.

personal specification

Demonstrable experience of using social media in a professional and/or promotional capacity.	Essential
A creative flair in the generation of fun and original online content.	Essential
Excellent verbal and written communication skills with the ability to communicate with a wide variety of people at all levels.	Essential
Excellent copywriting and proofreading skills, and a keen eye for detail.	Essential
Highly organised with a proven ability to plan a varied workload, meet deadlines and prioritise short and long-term tasks effectively.	Essential
A proactive, motivated working style with the ability to work on your own initiative and independently.	Essential
An understanding of and commitment to diversity and inclusion.	Essential
An interest in digital, social media and cultural trends and updates.	Essential
Experience of producing or supporting the producing process.	Desirable
Filmmaking and editing experience.	Desirable
A working knowledge of design packages such as Photoshop and InDesign.	Desirable

how to apply

We are committed to inclusion and equal opportunities in the workplace and we actively encourage applicants from all backgrounds, of different ages, genders, social and economic backgrounds, ethnicities, religions and sexual orientations, and from people with and without disabilities.

To apply, please email kirsten@tiatafahodzi.com with 'DIGITAL CONTENT PRODUCER' in the subject line with:

- **a CV** – this can be in the form of a portfolio, a link to your website, a video or a standard CV.
- **a Cover Letter** – this can be in the form of video, audio or a written document.
- **a completed equal opportunities form**

Deadline: Thursday 13 September 2018, 6pm

Interviews: w/c 24 September 2018

Start date: ASAP or close to 1 October 2018