

## **DIGITAL PRODUCER**

### JOB OUTLINE

SALARY	Band 5 SCP 17 £22,980.46 – SCP 23 £27,439.86 (pro rata)
EMPLOYMENT TERM	Part-time, 12 month fixed-term, with potential to extend
DAYS / HRS OF WORK	3 days or 22.5 hours per week, usually worked within Monday to Friday
LINE MANAGER	Director

### **PURPOSE OF THE DIGITAL PRODUCER**

The Digital Producer will work across the organisation, but in particular with the Programme, Operations, and Marketing Teams, to design and deliver ways to both enhance experiences for visitors and extend our activities beyond the gallery through digital access and engagement. We want our galleries to be enjoyable, informative and surprising spaces which provide innovative ways to engage with contemporary art.

You will help us to achieve this by using digital technologies to create content in imaginative, meaningful and exciting ways. We are looking for applicants who have knowledge of a range of digital technologies, and are experienced videographers. We are looking for candidates with innovative ideas to engage our existing visitors and new far reaching and diverse audiences.

We have recently invested in new digital tech equipment, for which you will be responsible, for inhouse use, but also proactively making available for hire by third parties. You will be responsible for promoting, managing and distributing AV equipment hires to other arts organisations, curators and artists. The gallery looks across all of its activity to identify new and vital income streams, and you will also lead on researching the regional market for digital production services.

Your role will include creating and commissioning new content, including short films, podcasts, and programming interpretation, and devising new forms of interacting with our audiences. You will work alongside the marketing team, creating and editing content for social media, the website, e-commerce, e-marketing campaigns and other platforms, supporting the new Digital Marketing Producer in delivering highly engaging content for social media channels.

You will also provide digital support for gallery exhibition, where required, blended workshops, hirers and the FoH Visitor Survey team.

We are passionate about encouraging more and different types of visitors to use our galleries, and engage with our programmes, and the Digital Producer will play a key role in this work. We'd like to welcome more children and young people to the gallery and encourage older people to visit more regularly too.

We want to encourage more people with disabilities or other protected characteristics to feel welcome here, so if you have any experience of the kind of barriers these visitors might face, that could be very useful.

Above all, we are interested in your potential to carry out this role, which is not dependent upon qualifications, but your potential to excel. We seek candidates that are ambitious to make their mark on the organisation's activities.

#### THE JOB OF DIGITAL PRODUCER INVOLVES

- Creating digital content and interpretation materials for our programme of exhibitions and events.  
Taking and editing photographs of exhibitions, shop stock items for use on our online shop.
- Identifying, devising and using ways to engage new and remote audiences using digital technology.
- Promoting and managing the income generation from AV tech hires, and digital production services, and setting and achieving associated income targets.
- Providing digital support for gallery exhibitions, blended workshops, hires and FoH surveys.
- Providing training for staff and volunteers in the use of digital technologies where needed.
- Attending training for own development where required.

#### WE ARE LOOKING FOR SOMEONE WHO

- Has practical, hands-on knowledge and experience of a range of digital technologies. (E)
- Has experience of creating engaging digital content, particularly video content. (E)
- Is enthusiastic about online and digital engagement. (E)
- Is a creative thinker and problem-solver who enjoys working in a hands-on way. (E)
- Brings creativity and innovative to our income generation activities. (E)
- Is able to work independently, with support where required. (E)
- Has a positive and helpful attitude and is able to work well in a small team. (E)
- Is able to create and work to schedules, and communicate clearly with colleagues and management. (E)
- Has a positive attitude to the work of Newlyn Art Gallery & The Exchange and is enthusiastic about the ability of the arts to inspire, delight and bring about positive change. (E)
- Has working knowledge of Adobe Creative Suite and editing software. (E)

E – Essential– *We would expect all applicants to demonstrate these to make the interview shortlist*

D – Desirable – *Demonstrating these would significantly strengthen your application*

**This post is made possible through the generous support of the Foyle Foundation.**