

### **Job description**

**Job Title:** Digital Content Producer

**Department:** Visitor Engagement

**Salary: £43,200**

**Line Manager:** Head of Marketing and Communications

*The job description is an operational document that does not form part of the contract of employment.*

*It may be that from time to time an individual is expected to perform tasks that may not be expressly in the job description but are nonetheless necessary in the day to day performance of their duties.*

*St Paul's Cathedral reserves the right to amend the job description as may from time to time be necessary to meet the changing needs of the organisation.*

### **Purpose of the job**

The purpose of this role is to develop, plan and deliver high quality film and audio content, to meet audience, visitor and financial targets, and raise the profile of St Paul's Cathedral and its activity, as a place of worship and a major visitor attraction. This will be achieved through the delivery of campaigns and engagement across digital and social media, and through the effective management of resources.

### **Main duties**

Under the direction of the Head of Marketing and Communications, the postholder will:

- Produce engaging video and audio content to promote and support marketing and communications strategy and plans, and the Cathedral's strategic plan and activities - for use both internally, and externally via our digital channels.
- Research and develop ideas, receive and plan creative briefs, and present visuals, storyboards, scripts and rough cuts. Gather and respond to feedback, and deliver final assets to deadlines, and to achieve agreed goals.
- Storyboard, script, self-shoot/record, manage production, and edit video and audio content.

- Work with the Head of Marketing and Communications and the wider team, to identify and prioritise organisational digital content needs, and support the marketing and communications strategy and activity plans.
- Work with the Head of Marketing and Communications and the wider team to identify opportunities, and pilot new digital content ideas.
- Contribute to the Marketing and Communications team's content calendar to identify content needs, gaps and requirements, and to plan and schedule new content accordingly.
- Champion digital content creation across the Cathedral, implementing an organisation-wide content gathering and creation process.
- Develop and implement a standard process and procedure for receiving and responding to production requests in order to effectively manage workload and capacity.
- Receive and respond to production and content requests, working closely with colleagues across the Cathedral to develop content that enables St Paul's to reach and communicate with key audiences.
- Brief and source financial quotes from agreed external suppliers as needed, including developing briefs and storyboards, and working to agreed deadlines, outcomes and budgets.
- Work with the Marketing and Communications team to review and consolidate digital assets in order to maximise use and improve management.
- Act as brand ambassador: ensure the Cathedral's brand guidelines, house style and tone of voice are used consistently across all marketing channels, communications and collateral, and are clearly communicated with partners.
- Work with the Head of Marketing and Communications to agree evaluation metrics, and together with the Marketing and Communications Manager, develop processes and practices to regularly report on performance to support both the Cathedral's strategic priorities, and the marketing and communications strategy.
- Scope and source audio visual equipment, software and platforms required in order to effectively carry out tasks and optimise performance.
- Retain up to date job knowledge and skills by participating in continuous professional development, for example, training, professional/trade publications, maintaining personal networks, and membership of relevant professional organisations.

### **Person specification**

#### Essential:

- Demonstrable experience as the sole or lead videographer in a professional setting, creating short and long form films and audio (including talking heads, B-roll, podcasts and social media content), and experience of creating and commissioning impactful, high quality content for different audiences and channels, with the ability to use multimedia content as an emotive and engaging storytelling medium.

- Experience of scheduling, scripting, storyboarding, recording/shooting, editing and producing audio and video content.
- Experience of using industry standard editing tools such as the Adobe Creative Suite, or DaVinci Resolve, and knowledge of current digital landscape and emerging trends.
- Confident IT user (in addition to the above) including Microsoft Office applications, file sharing platforms and collaborative tools such as Frame.io.
- Strong understanding of how to manage organisational reputation and brand integrity, including tone of voice, visual identity and house style.
- Solid understanding of how to optimise content across different social media and digital platforms, including (but not limited to) Instagram, YouTube, Facebook, X, LinkedIn, podcast publishing platforms and website usage.
- Ability to proactively suggest new digital solutions and present innovative ideas to maximise online presence and achieve strategic goals.
- Confident communicator with ability to build positive relationships and work supportively and collaboratively within a team - with a wide range of stakeholders, including colleagues, suppliers, audiences and partners – alongside ability to work independently to own initiative when required.
- Strong advocacy, diplomacy, collaboration and negotiation skills, with the ability to convert stakeholder ideas into briefs, and clearly explain concepts and processes to a non-specialist audience.
- Experience of undertaking audience research and analysing data to maximise engagement opportunities, inform decision-making and measure impact.
- Strong understanding of issues relating to equality, diversity and inclusion and of how to create accessible and inclusive content.
- Proven organisation skills with the ability to work on multiple projects concurrently, meet deadlines and plan and prioritise workload.
- Experience of managing a marketing budget to deliver cost effective and impactful outputs.
- Willingness and ability to work out of hours for specific projects and events on occasion, when required.

Desirable:

- Evidence of professional training by relevant providers/organisations.
- Experience of working in/with marketing and communications in a heritage, cultural or religious organisation, charity, or similar setting.
- Knowledge and/or experience of the Church of England.
- Experience of line managing paid or voluntary staff with the ability to delegate and motivate.

The individual will be in sympathy with, and in their work support, the Christian aims and mission of St Paul's Cathedral.