

**Job Description**

<b>Job Title:</b>	Digital Content Producer	<b>Date Reviewed:</b> 27/2/18
<b>Reports to:</b>	Head of Marketing	
<b>Responsible for:</b>	Generating and producing digital content and distribution support to the Marketing and Development team	
<b>Principally relates to:</b>	Head of Marketing, Communications Manager, Director of Marketing and Development, Head of Visitor Services	
<b>Purpose of the role:</b>	Working in collaboration with all members of the Marketing and Development team, and wider Eureka! stakeholders, to develop and deliver innovative and engaging digital content to support the aims of the Audience Development Plan (and other strategic priorities including accessibility, inclusion and volunteering). Responsible for producing engaging, high quality, on-brand multi-media content for Eureka!'s website and social media channels.	

**Main Areas of responsibility:**

**Digital Content Production**

- On site photography for use in social media – showcasing what happens at Eureka! whether in the museum or behind the scenes
- Video production, including concept generation, filming, audio recording, editing, outputting video content for Facebook, Twitter, Instagram and YouTube
- Collaborate across all museum departments and activities to identify opportunities to tell stories and create engaging content that is in line with our brand
- Ensure all digital content produced conforms to a variety of format guidelines and is suitable for use across all platforms
- Work closely with front of house staff, and public and school visitors to capture moments and activity on an ad hoc basis within our safeguarding guidelines

**Digital Content Sharing**

- Ensure content is produced and disseminated to the planned schedule of activity
- Be responsive and flexible to create and deliver content reactively or at short notice (unplanned for events)

**Administration**

- Management of digital assets
- Management of technical requirements (hardware and software) in regards to video, photography, audio production, editing and dissemination
- Ensure cross departmental, and Nursery, awareness of opportunities both on and off site, and be prepared to travel where necessary

**Relationships**

- Ensure effective communication with all stakeholders, including staff, volunteers and external agencies and suppliers
- Work within budgets as directed

- Maximise resources to ensure operational costs are minimised, whilst maintaining standards of output and creativity

**Special features**

- Occasional working out of hours to attend events and activities in order to generate content

**Details of education/experience required and qualifications needed**

Essential:

- Experience of creating engaging digital and video content gained via working in a communications or marketing role, or through degree level study in a relevant subject
- Educated to degree level or equivalent experience
- Relevant qualifications / equivalent experience in media production software and hardware
- Experience and understanding of social media audience and digital community building and marketing

Desirable:

- Demonstrable experience producing digital content
- Demonstrable understanding of digital media content delivery formats
- Good knowledge of social media accessibility and functionality and content management systems

**Details of special skills/experience/aptitudes needed**

- Excellent communications skills and comfortable working with a range of stakeholders
- Creative thinker with ability create content and work within a set of brand guidelines and to a brief
- Affinity with the Eureka! brand and our audience and what will engage them
- Confidence in engaging with staff, visitors and volunteers alike
- Drive and ability to meet targets, both individually and as part of a team
- Approachable, enthusiastic and confident self-starter, who can build strong relationships and rapport
- Ability to respond creatively and positively to challenges and feedback
- Thorough knowledge and understanding of digital including software and hardware requirements
- Excellent organisational skills
- Good Microsoft Office, Adobe Suite software skills or similar content creation software