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**Digital Content Producer**

**Job Description**

**Job Title:** Digital Content Producer

**Reports to:** Head of Marketing

**Supervises:** No line management responsibilities

**Salary:** £25,000

**RSNO Overview**

The RSNO is Scotland’s national symphony orchestra and one of the five National Performing Companies, supported by the Scottish Government. The RSNO is a symbol of Scottish cultural excellence. Established in 1891, it continues to deliver the highest quality musical experience and enjoyment throughout Scotland, which has been shared by generations.

**The External Relations Department**

The Director of External Relations leads the External Relations Department. The Team consists of: Head of Marketing, Head of Trusts and Projects, Head of Individual Giving and Partnerships, Individual Giving and Partnerships Officer, Trusts and Projects Coordinator, Marketing Manager, Graphics and New Media Designer, Information Services Manager, Communications and Marketing Officer, Digital Content Producer, Programmes Editor and External Relations Administrator.

**Main Purpose**

As part of the External Relations Team, the Digital Content Producer will generate and deliver high quality, engaging content for our digital channels, covering the breadth of the RSNO’s activity. A confident, talented and dynamic digital content producer with a creative eye, you will have experience of a range of online communication tasks including social media content creation, video editing and animation. Responsible for creating original content, the Digital Content Producer will work closely with the Marketing Team to continually strive to find new ways to communicate the RSNO’s story and offerings to external audiences, stakeholders and the wider public, driving visitor numbers and supporting wider brand awareness online.

**Principal Relationships**

External: RSNO patrons, supporters and audiences

Guest artists and their representatives

Venues

Internal: All staff

Musicians

RSNO Artistic Team

**Key Responsibilities**

* Work closely with the Marketing Team to plan, create and implement engaging content covering the breadth of the RSNO’s activity, maximising sales/participation and effectively communicating the brand.
* Produce highly engaging multimedia user content for a range of target audiences (e.g. young people, audience members, donors etc.), carefully tailoring content to both target audience and distribution channel.
* Actively contribute to the development of innovative ideas and new initiatives.
* Write and produce impeccable copy and engaging online content.
* Work collaboratively with colleagues across the organisation to identify suitable opportunities for the creation and dissemination of materials.
* Create a robust and cost-effective content plan for capturing and promoting the many strands of the RSNO’s activity.
* Assist the Marketing Team with the day-to-day management of RSNO digital channels, including the website, RSNO App and social media channels.
* Develop concepts, prepare clear briefs and storyboards as required.
* Be responsive and flexible to create and deliver content reactively or at short notice.
* Confidently engage and create rapport with musicians, conductors, staff, members of the public, children and families to create content as required.
* Record and edit video and sound projects, including selecting program format for final output, capturing/importing media, organising raw media, editing footage and sound files, creating and inserting static and motion graphics, titling and adding music/voice-over/sfx as required.
* Work with the RSNO Digital Team and with the Graphics & New Media Designer to ensure quality and consistency in output.
* Ensure delivery of concepts are on track to meet deadlines and that content produced is in-line with the overall strategy and uploaded in time.
* Ensure the highest possible quality of filmed material is captured and edited appropriately for multiple platforms.
* Promote and protect the brand of the RSNO both externally and internally, ensuring that RSNO brand values and messages are accurately represented on all RSNO materials.
* Regularly review campaigns to find learning to improve future content creation.
* Research new online media opportunities that may benefit the organisation including mobile, social media, development of blogs and forums.
* Contribute positively to the ongoing development of the RSNO’s digital and online strategy and its related support and resource structures.
* Work closely with the Digital Team to operate and maintain digital film-making equipment, cameras and post-production equipment and collect and edit large amounts of media files and data.
* Use all currently available technical resources to realise video ideas as effectively and efficiently as possible, to the highest professional standards, and within budget.
* Be responsible for thinking through and around editorial problems, developing realistic alternative strategies and approaches.
* Maintain an awareness and understanding of the digital media landscape and storytelling to ensure that the RSNO is using the latest trends and best practice to create high quality and engaging content.
* Assist the Digital Team with maintaining the RSNO’s film and video archive, ensuring files are up to date, material is easily accessible and footage is available for distribution when necessary.
* Undertake concert duties as required, championing customer service within our venues to ensure our audiences have the best experience possible, and using the opportunity to capture materials for social channels.
* Undertake other relevant activities as required.

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| **Person Specification** | **Criteria** |
| Educations/qualifications | * Degree or equivalent qualification in a relevant field or equivalent demonstrable work experience |
| Desirable experience | * Experience of creating content for a range of audiences, delivered via different mediums, exhibiting an understanding of the use of tone of voice to communicate effectively * Experience and understanding of social media audience and digital community building and marketing * Experience of writing, editing and proofreading copy * A proven track record of delivering projects to the highest level of artistic and production value * Solid experience with digital technology and editing software packages * Demonstrable video editing ability with a strong portfolio * Demonstrable experience of creating and editing video, audio, blog and photography * Interest in/knowledge of music |
| Specific skills | * Expert user of Adobe Creative Suite software, especially After Effects, Premiere, and other relevant software such as Photoshop, InDesign, and Illustrator * Strong digital marketing skills including WordPress, Twitter, Facebook, Instagram, YouTube, Google Analytics, Google Ads, CRM systems, SEO * Ability to shoot and edit engaging video content for a variety of channels * Be a good storyteller with a creative eye * Ability to interpret brand visual tone and style * Excellent project management and organisational skills * Ability to manage multiple priorities and meet deadlines, producing high quality work * Excellent attention to detail * Excellent interpersonal skills * A quick learner with the ability to understand the business and its functions * Capacity for innovative and creative thinking |
| General competencies | * Planning and prioritisation * Team player with the ability to work under own initiative * Highly motivated, pro-active and results driven * Attention to detail * Able to respond well to change in a proactive and problem-solving manner * Highly organised and self-motivator with the ability to remain calm under pressure |
| Other | * An active interest in the arts * Prepared to work some weekends and evenings |

**Application Process**

Applicants should email a CV and covering letter, including two links (minimum) to examples of your video production work, to recruitment@rsno.org.uk for the attention of Carol Fleming, Head of Marketing.

**Location**: The job will be based at RSNO Centre, 19 Killermont Street, Glasgow, G2 3NX. While home working is encouraged during the COVID-19 pandemic, this job will require some socially distanced on-site filming when Government guidance allows.

**Hours of work**: Office hours are 9:00am to 5:00pm or 9:30am to 5:30pm but the post holder will be expected to work as the job requires, including some evenings and weekends for which reasonable time off in lieu will be agreed with the Head of Marketing.

**Holidays**: 25 days plus 13 public holidays per annum

**Pension**: Contributory pension scheme available

Closing date for applications: **Tuesday 14 December 2021**Interviews: w/c 3 January 2022