

**THE ART FUND  
JOB DESCRIPTION**

<b>Job Title</b>	Content Producer
<b>Department</b>	Communications
<b>Reports to</b>	Head of Content
<b>Purpose of Role</b>	
<p>Responsible for creating digital content to support Art Fund’s work as the national charity for art; maximising our impact by inspiring more and more people to see more art, more often; providing support and opportunities to museums, galleries, and the teams who run them; and serving our members across the UK.</p> <p>The Content Producer will lead on the creation and publication of editorial content, digital assets and associated multimedia content across Art Fund’s digital channels, working to deliver a roster of cross-platform content, from video to podcasts to infographics, that support all aspects of our activity.</p> <p>A core part of the content team, the postholder will respond to production priorities and timelines, working with colleagues across the organisation, helping them to realise an engaging range of digital content to support our grants programme, fundraising activities, marketing and brand awareness work, as well as the creation of key digital products and services.</p>	
<b>Key Accountabilities</b>	
<p><b>CONTENT PRODUCTION AND EDITORIAL SUPPORT</b></p> <ul style="list-style-type: none"> <li>• Create a range of cross-platform multimedia assets (video, podcasts, audio packages, online events/broadcasts, webinars, GIFs, infographics, etc.) to support the entire range of Art Fund activities.</li> <li>• Lead on the production of high-quality video content, from scripting to shooting to editing and post-production, delivering to agreed deadlines.</li> <li>• Maintain the key editorial pages of artfund.org and carry out updates and improvements, to ensure the website is up to date and the latest content is featured.</li> <li>• Produce high-quality and engaging content for artfund.org and studentartpass.org, ensuring a consistent look and feel, plus adherence to brand guidelines.</li> <li>• Work with a range of third-party suppliers in the delivery of additional digital content where required, from briefing to editorial feedback to securing internal sign-off.</li> <li>• Create, edit and approve a variety of online content (including from third parties) to ensure consistent editorial tone of voice across the web and e-communications.</li> <li>• Generate creative content ideas and solutions to help colleagues across the organisation serve their audiences (both B2C and B2B) and meet their objectives.</li> <li>• Serve as expert consultant to staff on the development of online content in support of wider Art Fund objectives.</li> <li>• To establish consistent conventions, processes and guidelines for the creation, management and storage of digital assets.</li> <li>• Develop a set KPIs/success metrics for content, using insights to constantly test and refine Art Fund’s digital offering.</li> </ul> <p><b>PROJECT SUPPORT</b></p> <ul style="list-style-type: none"> <li>• Provide digital content and editorial support to our Marketing, Programmes and Development teams, as we look to further develop our content provision in these areas.</li> </ul>	

- Work with the Social Media & Digital Content Manager to provide digital content and editorial support for Art Fund Museum of the Year, producing and publishing relevant digital content and assets, as required.
- Provide digital content and editorial support for our crowdfunding initiative Art Happens, plus a range of unique fundraising campaigns, and related projects, as required.

**OTHER ACTIVITIES, DUTIES AND RESPONSIBILITIES**

- To perform any tasks as reasonably requested by managers and which relates to the overall role.
- Contribute to the overall delivery of the work of the communications team.
- To actively participate in the wider life of Art Fund.
- To undertake other duties as requested by Art Fund from time to time.

**Close working relationship with:** Director of Communications, Head of Content, Managing Editor, Social Media & Content Manager, Editorial Coordinator, Communications Assistant, Marketing, Programmes, Digital Services and Development teams

## PERSON SPECIFICATION

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> </ul>	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• A strong understanding of what makes compelling online and social content</li> <li>• A strong editorial sensibility and understanding of production standards and methodologies</li> <li>• A solid understanding of web production tools and best practice</li> </ul>	<ul style="list-style-type: none"> <li>• Good knowledge of social media tools and trends</li> <li>• An understanding of SEO principles and how to apply them</li> <li>• An understanding of project management processes</li> <li>• A knowledge of Google Analytics, metrics and data analysis</li> </ul>
<b>Skills/Abilities/Competencies</b>	<ul style="list-style-type: none"> <li>• Proficient at all aspects of video production, self-shooting, editing and post-production</li> <li>• Proficient at all aspects of audio production, editing and post-production</li> <li>• Proficient at Adobe Photoshop and image management</li> <li>• Ability to create compelling multimedia assets for use on website and social channels</li> <li>• Copywriting, editing, proofreading and English language skills</li> <li>• Ability to connect and engage with audiences via online channels</li> <li>• Adobe Creative Cloud / Final Cut Pro / MS Office</li> </ul>	<ul style="list-style-type: none"> <li>• Good graphic design skills</li> <li>• Strong copy writing, editing and proofreading skills</li> <li>• HTML</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Proven experience of shooting, producing and editing video and short films</li> <li>• Good experience of producing and editing audio packages and podcasts</li> <li>• Good experience of using Adobe Creative Cloud, especially Photoshop and Premier Pro</li> <li>• Good experience of online editing and content creation for multiple digital channels</li> <li>• Proven experience of managing website content</li> <li>• Solid experience of using content management</li> </ul>	<ul style="list-style-type: none"> <li>• Experience delivering online events, webinars, live social broadcasts etc.</li> </ul>

	systems and digital asset management systems	
<b>Personal Attributes</b>	<ul style="list-style-type: none"><li>• Highly organised with extreme attention to detail</li><li>• Ability to work under pressure and to tight deadlines</li><li>• A team player with strong communication skills</li><li>• Ability to come up with creative solutions</li><li>• Proactive</li><li>• Passion for digital and media-rich, audio-visual products</li></ul>	<ul style="list-style-type: none"><li>• Interest in art and its potential to inspire the public</li></ul>