



Digital Producer, Creative Dundee

Contract value: £14,400 (£100 per day for 144 day contract)

Contract period: One year from commencement of contract, starting 1 April 2017.

Closing date: 5pm, 17 March 2017.

Please note this is a contract for self-employed services and is not an employed role.

About Creative Dundee

Creative Dundee connects creative talent with opportunities and amplifies the city's creativity. Through encouraging collaboration, networking and profiling of talent, Creative Dundee helps support people to base, grow and sustain their practice in and around the city. Our online platform showcases local activities to increase awareness, and we work in partnership with other organisations to impact positively on communities and the city.

It's an exciting time for the city and for the organisation - this contract reflects a key ambition of the city and a core value of Creative Dundee, to ensure that all citizens thrive, and culture and creativity are at the core.

We are looking for an experienced Digital Producer, based locally, who can continue building our digital activities to engage even more people and drive more opportunities to those in the city.

The producer will work with the small team including the Director and Programmes Producer to ensure our work complements and enhances initiatives such as UNESCO City of Design, the city's cultural strategy and other key projects.

More details about Creative Dundee's work, team and background can be found on our website: www.creativedundee.com/about

Role

The contractor will:

- Develop engaging content for our active online platform - to champion the local creative industries and cultural sector to local and global audiences. The producer will be responsible for writing and developing content and making sure that featured content is up to date and relevant.
- Carry out monthly interviews with people from the local creative community. This includes approaching interviewees, conducting the interview, transcribing and getting sign off.
- Support and grow our community through the site and appropriate social media channels, including Facebook and our Twitter audience of over 10,000 followers. The producer will monitor their effectiveness and provide bi-monthly analytical reports.

- Produce monthly news mail outs for our audience of over 1,000 subscribers to showcase creative news, activities and events in the city.
- Assist the Director with co-ordinating Amps, our growing community of supporters. Maintain the database, liaise with supporters, assist with marketing and support the development of quarterly mail outs and the annual forum.
- Be willing to get involved in Creative Dundee's events programme such as Make/Share and Pecha Kucha Night, as well as special events. Share updates from events to platforms such as Twitter and Instagram, with occasional live streaming required.
- Generate ideas and identify innovative ways to further connect Creative Dundee's network to a broad audience digitally - the wider city, Scotland, UK and internationally.
- Maintain and update Creative Dundee's existing internal Digital Toolkit - our in-house digital guide and set of resources; and maintain internal drive to ensure that relevant reports and documents are kept up to date.
- Experiment and pilot innovative new ways to support the community digitally - with a focus on diversifying our audience.
- Manage projects which engage with the local community through digital channels. This may involve strategic planning, administration duties, and evaluation of their success.

Outputs

Produce high quality online content to be shared each day - a combination of written articles, monthly interviews, blogs, behind the scenes features and community sourced content. The contractor will be responsible for sourcing content with guidance from the Director, setting up/ conducting interviews, uploading and publishing articles to the Wordpress platform; and will also curate and issue the monthly MailChimp mail outs to the community and partners.

Engage with the community on social media channels on a daily basis - promote our work and all relevant local activities, events and opportunities. Develop and implement ways to ensure we/the community grow our reach digitally - locally and globally - reviewed on a monthly basis.

Produce bi-monthly reports which track our digital presence - page hits, time spent, visitor locations, followers etc; which critically enables us to develop new content, relevant and appealing to existing and new audiences.

Provide feedback and contribute ideas for future content on an ongoing basis and at meetings with the Director.

Experience and requirements

The ideal contractor will have a strong interest and appreciation of creative/cultural activity, with an understanding of Dundee's creative scene. They will thrive on building useful connections and networks and will also be:

- Educated to degree level in a related subject or have relevant equivalent experience.
- Enthusiastic, people-focused and self-motivated, also a confident communicator who works autonomously.
- Highly digitally literate with demonstrable experience of writing and developing high quality online content for blogs and social media, with an awareness of analytical tools including Google Analytics, Facebook Insights and Twitter Analytics.
- Prior experience of using a range of social media platforms, Wordpress and MailChimp is anticipated.
- A strong attention to detail, with excellent organisational skills, and experience of prioritising duties in order to complete a specific project.
- Interested in current trends and future practice - particularly in digital and creative/cultural areas - and how these could be translated into our future digital content.
- Output focused - able to deliver with a high level of quality and accuracy to set deadlines.

Contract period

This contract will start as soon as the producer has been appointed. This contract will require a 3 day per week commitment at a day rate of £100, over one year, with occasional evening/ weekend work required. We are flexible to accommodate suitable hours. The Producer will invoice Creative Dundee as a freelance producer on a regular agreed basis.

Location

Based in Dundee with occasional travel in Scotland expected. Travel expenses will be reimbursed in addition to contract fee. There is a desk space available at Creative Dundee's office in the Vision Building, Dundee. This contract requires you to bring your own device, such as a laptop/mobile.

Application

Please get in touch by detailing your experiences and interests in working with us, along with a CV including any links to relevant digital work, to Gillian Easson, Director, Creative Dundee: gillian@creativedundee.com by the deadline: 5pm, 17 March 2017.