

Digital Engagement Producer - Creative Dundee

Salary range: £25,316 - £27,316 - 4 day week (based on: £30,120 - £32,500 pro-rata)
18-month fixed term employed role (with the ambition to extend the role subject to funding).

Creative Dundee believes that culture and creativity are essential catalysts for positive change - that's why we amplify, connect, collaborate and cultivate the city's creativity. We exist to support the city's strong creative ecology.

We are excited to be looking for an experienced Digital Engagement Producer who knows how to amplify creativity online, understands the issues facing people in the creative/cultural sectors and those living in Dundee, and can generate engaging original content to ensure communities are seen and heard.

As a small team, we rely on members who are confident leading their work independently, and who also enjoy closely collaborating with and supporting others. We greatly value individual skill sets; ideas will always be listened to and there is lots of scope and support to develop them into live projects/content.

Our work is broad ranging, from original content like **Split Screens** and **Guest Blogs**, to events like **Pecha Kucha Night Dundee**, to our **Amps** supporters initiative, and **The Full Picture** commissioning project. We are part of the new **Culture Collective**, supporting creative practitioners, organisations and communities to work together across Scotland to help shape the future of local cultural life.

Creative Dundee is part of Creative Scotland's Regularly Funded Organisation network and as a responsive social enterprise, we generate income through our trading activities.

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

Who we are looking for:

The Digital Engagement Producer will work closely with the team to ensure our digital work complements and enhances initiatives such as Amps, Culture Collective, our Equalities and Inclusion work, Dundee's Creative Industries Strategy, and other key projects. Equally important within this role is consciously platforming and supporting individuals from typically underrepresented communities. We are looking for someone with the following skills and attributes.

Essential:

- Technical skills - highly digitally literate with demonstrable experience of writing and developing high quality online content for blogs and social media.
- Prior experience of using blog platforms such as Wordpress, and a range of social media platforms, as well as Zoom, Slack and MailChimp.

- An adept connector who thrives on maintaining and building useful connections and networks - able to cover a breadth of sectors relevant to the team.
- A strong attention to detail, with excellent organisational skills, and experience of prioritising duties in order to complete a specific project.
- Demonstrable evidence of working efficiently and accurately to tight deadlines and within a small, currently remote, high performing team.
- Enthusiastic, people-focused and self motivated approach to building relationships, with the ability to find, listen and amplify stories and content.
- A confident communicator - uses effective and appropriate communication styles to present ideas with clarity and focus, both written and orally.
- Proactive attitude – works autonomously, able to deliver with a high level of quality and accuracy within deadlines.
- Flexible in approach and able to react and adapt appropriately to change at work.
- Innovative, identifies and implements new ways of solving problems.
- Displays sensitivity, diplomacy and tact when working with communities/partners.

Desirable:

- Ability to track and understand analytical tools including Google Analytics, Facebook Insights and Twitter Analytics.
- Awareness of best practice in accessibility for web and digital.
- A strong interest and appreciation of creative/cultural activities, with an understanding of Dundee's creative scene.
- Basic video-editing skills would be useful.
- 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.

More about the role:

The Digital Engagement Producer will:

- Produce high quality engaging online content to be shared regularly on our active platform. Responsible for writing and developing a combination of written articles, monthly interviews, blogs, behind the scenes features and community sourced content - and making sure that featured content is up to date and relevant.
- Engage with communities across social media channels, including Facebook, Twitter and Instagram audiences of over 27,000 followers.
- Develop and implement ways to grow our reach and monitor effectiveness. Produce bi-monthly analytical reports which track our digital presence/engagement and enable us to critically develop new content that is relevant and appealing to existing and new audiences.

- Lead on digital activities and progressive content which give space and/or help dismantle barriers for those who currently have the least representation in the creative/cultural sectors.
- Support the Digital Content Freelancer and InGAME Digital Content Freelancer in finding and developing content to be scheduled on social media across the week, ensuring content is of high quality and delivered in the style/voice of the organisation. Also support the Freelancers (each work 1 day a week) by communicating between them and the wider team and supporting their wellbeing within the organisation.
- Carry out interviews with people from local creative communities. This includes approaching interviewees, conducting the interview, transcribing and getting sign off.
- Produce monthly news mail outs for our audience of circa 2,000 subscribers to showcase current creative news, activities, opportunities and events in the city.
- Coordinate promotional support for our Amps initiative, our growing community of supporters, using online opportunities to market and share stories about Amps.
- Support Creative Dundee's virtual/in-person events programme such as Amps Meet-Ups and Pecha Kucha Night, as well as special events. Share live updates through social platforms and livestream as required.
- Generate ideas, provide feedback and identify innovative ways to further connect Creative Dundee's network to a broad audience digitally.
- Work with the team to update and implement Creative Dundee's digital strategy to ensure digital activities meet the organisation's overall vision.
- Maintain Creative Dundee's digital schedule and guidelines on its online presence; 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 - through creating engaging content and online learning opportunities. Also manage projects which engage with the local community through digital channels. This may involve strategic planning, administration duties, and evaluation of their success.
- Deputise on behalf of other team members on occasion in relation to operational work, such as attending meetings or events, or other activities agreed in advance.

Employment terms:

18-month employed contract, with the ambition to extend the role subject to funding. All post holders are subject to a probationary period of 3 months.

Location: All team members are currently working from home due to COVID-19 restrictions. Creative Dundee is currently looking for a central workspace for the team, including the Digital Engagement Producer, to be based in once restrictions ease.

Hours: 28 hours per week, over 4 days, working flexibly around occasional evenings/weekends as required – time will be covered in lieu.

Holidays for a 4 day week employment are 21 days, plus public holidays.

Employer pension contribution provided, annual training allowance, and health and wellbeing allowance.

Salary: Annual salary range for a 4 day week employment is **£25,316 - £27,316**, dependent upon relevant skills and experience.

Equal opportunities: Creative Dundee is committed to being an equal opportunities organisation and welcomes all applications for consideration.

We know there are candidates who may not fit every criteria we've outlined here, or who have key skills we haven't listed. If this is you, please do apply if you feel your particular experience or skill set could enhance this role.

We want to ensure that our application process does not present any accessibility barriers to potential applicants. If we can provide any assistance to support you through this process (or if you want to discuss alternative ways to show your skills and relevant experience), please get in touch via the below email.

How To apply:

Please email us detailing:

- Your relevant experience for this post and your interest in working with Creative Dundee.
- Include your short CV - feel free to include any links to online content that you've produced.

Send the above, or to ask any questions in advance, to Andy Truscott, Team Administrator - andy@creativedundee.com by the deadline: **9am, Monday 14 June 2021**.

Interviews: expected to be held on Zoom, Thursday 17 June 2021.

Start date: we would like the post-holder to start as soon as possible.