

Digital Producer - Creative Dundee

Salary: £26,638 – £28,698 / 4-day week (based on: £33,297 – £35,872 pro-rata)
18-month fixed term employed role ending March 2024 (with the ambition to extend the role subject to funding)

Creative Dundee is looking for an experienced and enthusiastic Digital Producer to join the team. This role will lead on developing our digital work and connecting with our online audiences.

The Digital Producer will be an adept communicator with a fundamental understanding of the role that culture and creativity play in catalysing positive change in our lives and places, and will be responsible for identifying opportunities to share the vital impacts of Creative Dundee's activities. They will work closely with the team to ensure our digital objectives are met, and that our programme is platformed in a strategic, meaningful and accessible manner with our audiences through creative digital storytelling.

Our digital platform is a core part of Creative Dundee's work, and enables us to amplify the incredible initiatives and projects that take place in our vibrant city, and connect with the people, communities and organisations that make them happen. It's key that our Digital Producer understands the issues and barriers that people experience in the creative industries and in Dundee, and that the work they produce gives space to and/or helps dismantle barriers for those who are marginalised in creative/cultural sectors.

Creative Dundee:

We believe that culture and creativity are essential catalysts for positive change, and we exist to support the city's strong creative ecology. We amplify and connect creativity across Dundee and beyond, and lead collaborative projects which generate local, national and international opportunities for people, the city and communities across the region.

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.

Our programme:

Examples of our projects include our **Amps** supporters initiative, and peer-exchange project **Ampersand+**. We deliver **CULTIVATE**, a Culture Collective programme that collaboratively explores new ways of embedding creativity at the core of grassroots collective action for climate justice, across the Tay region. We work closely with partners to deliver our range of **programmes**; this includes bringing **Dandelion to Dundee**, part of a national project creating Unexpected Gardens and programming across Scotland, encouraging communities to sow, grow and share together.

Our digital work includes a regular showcase of Dundee's creative scene on **our website** through news and original features. We have created and continue to host an archive of all **PechaKucha Night Dundee talks** since 2011 as well as content from over a decade about

the city's creativity. Our active social media presence across **Twitter**, **Facebook** and **Instagram** has a significant following in the city and provides a regular source of information, inspiration and positive engagement. We also send out a monthly News Mail Out to keep audiences up-to-date with our work and creative activity across Dundee.

Digital Producer Role:

- Identifying innovative ways of communicating Creative Dundee's work and impacts. This includes writing blogs, posts and social media content about our activities, and developing campaigns to continue conversation about ongoing programming and priorities.
- Support and grow our community through our social media channels, which currently reach over 30,000 followers. This includes: planning, writing and scheduling content about our work and the work of others; interacting with audiences; and ensuring all posts are of high quality and delivered in the style and voice of the organisation.
- Lead on the continued development and maintenance of our website on Wordpress. This includes: keeping site-wide information up-to-date; creating regular posts for events, opportunities and news about wider city activity; building pages for new initiatives and organisational development; and being aware of Wordpress updates.
- Work with our Digital Content Freelancer: Original Features and Editorial, and communicate between them and the wider team to support their involvement, development and wellbeing. Collaboratively develop original content for our active online platforms, ensuring it is relevant, engaging and representative of a diverse spectrum of voices and experiences. This content will primarily champion the local creative industries and cultural sector to local and global audiences.
- Produce our monthly News Mail Outs on MailChimp for our audience of over 1,600 subscribers to showcase creative news, activities and events in the city.
- Have an understanding of how to make our digital work more accessible to audiences, with continued awareness of developments in digital access.
- Provide digital and technical support for the organisation's online and events programming, e.g. running Zoom sessions, live Tweeting events, and live streaming.
- Oversee the effectiveness and reach of our digital work through in-depth analytics monitoring of content across all platforms. This includes quarterly reporting presented through an overview of digital engagement for board reports.
- Maintain an awareness of and interest in developments in digital, and align our digital work to these developments where relevant.
- Generate ideas and identify innovative ways to further connect our network to a broad audience digitally—the wider city, Scotland, UK and internationally.

- Develop and implement a digital strategy for Creative Dundee to ensure digital activities and ambitions meet the organisation's overall vision.
- Maintain our digital schedule and guidelines on our online presence, and maintain an internal drive to ensure that relevant reports and documents are kept up-to-date.
- Experiment and pilot innovative new ways to support our communities digitally, through creating engaging content and online learning opportunities. Lead on activities which support and improve Creative Dundee's focus on inclusivity and diversity of audiences and content featured.
- Manage projects which engage communities through digital channels. This may involve strategic planning, administration duties, and evaluation of their success.

Experience and Requirements:

- Adept communicator with a strong attention to detail, with demonstrable experience of developing and writing high quality online content, and ability to use analytical tools (Google Analytics, Meta Insights and Twitter Analytics) to guide strategic use of digital platforms.
- A fundamental understanding of the role that culture and creativity play in catalysing positive change in our lives and places, and of the issues and barriers that people experience in the creative industries and in Dundee.
- Highly digitally literate with experience of effectively using a range of digital platforms, including Twitter, Facebook, Instagram, Wordpress, Mailchimp, Slack and Zoom.
- Excellent project management and 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, high performing team who combine office and home-based working.
- Interested in current trends and future practice—particularly in digital and creative/cultural areas—and how these could be translated into future digital content.
- An eye for design, interest in non-written methods of storytelling and/or video-editing skills would be desirable.

Employment Terms:

Salary: Annual salary range for a 4-day week employment is £26,638 – £28,698, dependent upon relevant skills and experience.

Contract: 18-month fixed term employed role ending March 2024 (with ambition to extend subject to funding). All post holders are subject to a probationary period of three months.

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 are 21 days, plus public holidays. Employer pension contribution provided, annual training allowance, and health and wellbeing allowance.

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 with Andy Truscott, Team Producer – andy@creativendee.com.

Application Process:

In your application, please include a short CV and a short explanation of your relevant experience for this post / your interest in working with Creative Dundee in this role. Please apply in a format that feels comfortable to you—this could be in writing, an audio recording or a video.

Send the above, or ask any questions in advance, to Andy Truscott, Team Producer – andy@creativendee.com, by the deadline: **9am, Tue 30 August 2022**.

Deadline to apply: 9am, Tue 30 August 2022

Interviews with shortlisted applicants: Thu 8 September 2022

Start date: we would like the post-holder to start as soon as possible, ideally by Mon 10 October 2022.