



# JOB DESCRIPTION.

<b>JOB TITLE</b>	<b>Junior Content Producer</b>
<b>REPORTS TO</b>	<b>Content Producer</b>
<b>DEPARTMENT</b>	<b>Marketing</b>

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## **BACKGROUND**

We celebrate Shakespeare's transformative impact on the world by conducting a radical theatrical experiment. Inspired and informed by the unique historic playing conditions of two beautiful iconic theatres, our diverse programme of work harnesses the power of performance, cultivates intellectual curiosity and excites learning to make Shakespeare.

The Audiences Department includes the Marketing, Data & Digital, Design, Press & PR, Ticketing and Sales, Retail and Visitor and Audience Operations. They all own the customer journey from start to finish and strive to be insight driven, customer focused and digital first in approach.

Responsible for demanding revenue targets across everything we do and reaching the widest possible global audience onsite and online, we are an innovative, collaborative and creative team. Working closely with producing, education and development we build customer loyalty and diversify our live and digital audiences by creating innovative design and content to engage them and stand out. We are results oriented and measure, test and learn as we try new ideas.

The Audiences department will help achieve objectives through:

- **Audiences** - understand and deliver relevant information to our current and potential audiences.
- **Revenue** - increase and maximise income from all areas of the business.
- **Acquisition** - set cross year audience targets for underrepresented audience groups
- **Retention** - increase loyalty and engagement
- **Brand** - the Globe is a place of radical excellence

## **PURPOSE OF JOB**

The Junior Content Producer works within the in-house content production team to produce, film, edit and deliver high-quality digital content including video, audio, and other digital assets to support all aspects of the Globe's work through content across social media platforms and digital estate.

This includes (but not limited to) promotional trailers, interviews with cast and creative, performance extracts, film and supporting assets for VOD, educational content, webinars and more.

## **PRINCIPAL RESPONSIBILITIES**

### **Brand Model**

Use the Globe's brand model to aid decision-making. Ensure that everything that we do is consistent with the brand using the four elements: Shakespeare for All, Curiosity and Learning, Our Unique Spaces and Performance to champion the Cause.

### **Content Production:**

- Plan, co-ordinate and occasionally lead on-site and off-site film shoots.
- Operate DSLR cameras, lighting and audio equipment to a high-standard.
- Ingest and edit footage in Adobe to effectively fulfil creative content and campaign briefs.
- Collaborate with Marketing and Social Media teams to ensure content exports meet technical delivery requirements for destination platform(s).
- Ensure that digital content is accessible – including text legibility and subtitles/captions.
- Ensure all digital content outputs adhere to brand guidelines.
- Create effective video thumbnails for hosting platforms.
- Liaise with agencies/freelancers to assist with content production when relevant
- Assist on studio artwork photoshoots.
- Work to deliver the Content Strategy.
- Work closely with the Content Producer to deliver the content strategy through impactful digital content.
- Create high quality digital content aimed at engaging audiences.
- Take briefs directly from a wide range of Globe stakeholders and colleagues and work closely and collaboratively with them to come up with creative solutions to communicate brand narratives and deliver on shared revenue and audience targets.
- Identify opportunities for creating rich multi-media content by developing relationships across the Globe ensuring effective internal communication.

### **Collaborative working:**

- Engage in content brainstorm sessions with the department, providing creative input on content creation and curation for marketing campaigns based upon the content performance and strategy.
- Work closely with the Marketing and Campaigns team, Social Media Manager and Design team to ensure the delivery of high-quality content for audiences and ensuring integration across wider campaigns.
- Ensure that campaigns are executed efficiently, effectively and are fully integrated across paid and owned channels.
- Work closely with the Content Producer and Social Media team to ensure content is reported on and evaluated.

### **People**

Actively promote and champion the Globe's long-term people plan whilst supporting others in your department and direct reports to implement new ways of working and cultural change to ensure these become embedded across the organization.

## **PERSON SPECIFICATION**

- Experience working with Adobe Premiere Pro.
- Experience operating DSLR cameras, lighting and audio equipment.
- Competent in optimising and delivering digital content for a variety of social platforms.
- Ability to craft compelling narratives from interview footage.
- Familiar with creative filmmaking techniques and online trends.
- A creative mind with the ability to work under pressure to balance and deliver multiple projects on tight deadlines.
- Experience in writing questions and conducting interviews.
- Practical experience with Adobe CC (desirable).
- Excellent written and verbal communication skills.
- Attention to detail driven with excellent organisational skills.
- Basic image manipulation skills, using Adobe Photoshop or similar.
- Experience of copywriting across a variety of digital platforms, e.g., websites, social media and email.
- Knowledge of SEO and working knowledge of SEO for content optimisation.
- Good communication skills and the ability to deal effectively with people at all levels both internally and externally.
- A good team worker with the ability to develop and maintain good working relationships with colleagues, partners, and stakeholders.
- A proactive and customer-focused approach delivered within a best practice framework.
- Working knowledge of project management software e.g Microsoft Planner, Trello or Monday.com (desirable).

### **Embodies these essential Globe ways of working:**

- Committed to the principles of equality, diversity and anti-racism and able to implement these within all areas of work.
- Supportiveness to others.
- Thoughtfulness, reflecting, and problem solving.
- Influencing and communicating with others.
- Delivering high-quality output.

The post holder must at all times carry out their responsibilities with due regard to Shakespeare's Globe's Policies and Procedures.

**RECRUITMENT INFORMATION AND TERMS AND CONDITIONS**  
**Permanent / Full Time (Happy to talk Flexible Working)**

[A full set of terms and conditions will be supplied with a contract of employment]

**Hours:** 35 hours per week exclusive of lunch breaks. Additional hours at evenings and weekends may be required for which time in lieu may be granted. There are no extra payments for additional hours worked.

**Salary:** **£27,160 per annum**

**Holiday:** The annual holiday leave is 25 days pro-rata per calendar year plus Bank Holidays.

**Benefits:** Discount in the Globe shop and onsite restaurants/cafes; free entry to selected shows, events and activities, access to our free employee assistance programme via phone line and website; family friendly policies including enhanced maternity and shared parental leave pay; season ticket loans available; eye test scheme; flu vaccination scheme; cycle to work scheme; enhanced employer pension contributions after 12 months service; My Globe Perks Benefit Platform.

**This job description is not a contract but is provided for an employee's guidance on the way in which the duties of the post are to be carried out. The content of the job description may change from time to time and the employee will be consulted over any substantial changes.**

**As a term of employment you may be required to perform work not specifically mentioned above commensurate with the scope of your role within Shakespeare Globe Trust.**