

Freelance Digital Producer

- **Type of role:** freelance, equivalent to 2 days a week (but with flexibility about when hours are worked)
- **Length of contract:** 22 month contract: September 2013-June 2015
- **Fee:** £25K per annum pro rata
- **Location:** flexible; we anticipate some working from your own base with some meetings and work taking place at the hub's base in Colchester

About the hub

the hub (www.thehubuk.com) was founded in 2002 by 4 entrepreneurial music producers, promoters, marketers and fundraisers, who were united by a desire to produce innovative work, test new ways of working and build the capacity of the independent music sector we'd grown up in professionally. Since then, the hub has developed a reputation as one of the UK's leading organisations involved in the development of the independent, 'beyond mainstream' music sector. Our 'think and do tank' model brings together a national team of highly skilled, industry savvy folk, all passionate about great new music, and all of whom know the landscape as well as 'their stuff'.

Our mission remains "to develop new thinking and practice in the arts; to create and work on projects that excite us and to share our knowledge to improve our cultural landscape". We do this via two areas of work:

- **Our in-house 'hub lab' programme: projects we develop & fundraise for**, through which we 'scratch our creative itches', exploring solutions to sector problems or creative opportunities that excite us
- **'Traditional' consultancy, research and training** for clients ranging from large organisations such as the BBC and Arts Council England, to small businesses, such as record labels and sole traders

Last year we set up a community interest company so we could expand the work we do in our 'hub lab', and in November 2013 we launch the first project to come out of it. Called *Joining the Dots*, this project will test new 'game changing' models for financing, commissioning and presenting independent music, via an open call for pilot projects. It will also provide new professional development and networking opportunities across the sector via a series of webinars, podcasts, live events and online resources. Our partners on *JTD* are The Guardian, Kings College London and EFSS, and our funders Arts Council England, Esmée Fairbairn Foundation, Kings College and Musicians' Union. So, as we prepare to launch *Joining the Dots*, and with a raft of other exciting projects in the pipeline, we're recruiting a new Digital Producer to help propel us forward and 'set our digital course'.

About the role

This role is central to the successful delivery of our new industry facing online presence and wider digital activity. A natural and easy communicator, you're likely to have journalistic experience, possibly in music, and be passionate about building online engagement with and across niche communities. You're likely to have a passion for independent music and 'good ears'.

You'll be the lead content creator and editor for the hub's re-developed industry-facing site and social media, responsible for building and maintaining the hub's online engagement with promoters, artists and others working in the independent music sector. You'll also manage key content-based industry partnerships. Inherently creative and entrepreneurial, you'll be proactive in driving forward the ongoing development of our wider digital activity, spotting opportunities and working with the Director to develop new relationships and partnerships. You'll be good at evaluating what works and what doesn't and champion the hub's online presence internally and externally.

In terms of where you are now, you're likely to have a few years content creation and editing under your belt already. In terms of where you're going, you're probably looking for an opportunity to develop your editorial and leadership experience and – crucially – to work more creatively, developing digital projects from scratch as part of a small creative team that's looking to grow over the next few years.

Key responsibilities

Content creation and distribution

- Generate ideas for, create and commission high quality, engaging and accessible content, consistent with the hub's values and aims, in a variety of formats (text, audiovisual etc) for the website and other online channels. Edit/proof all content for spelling, grammar, style and accuracy.
- Manage and deliver the hub's social networking activity (including twitter, facebook, youtube) encouraging and prioritising industry engagement.
- Manage the creation, streaming and distribution of our webinars, podcasts and other online content, on occasion working with partners and suppliers to do this.
- Manage the archiving and distribution of training and resource materials.
- Identify partnership opportunities for developing our online platform and wider digital activity, and manage our online partnerships in order to further develop these areas of the hub's work.

Communication and engagement

- Actively promote the hub's programme online across multiple formats and online channels.
- Maintain an up-to-date and engaging online presence for the hub's projects and work.
- Develop and deliver online marketing strategies, campaigns and materials, and assess impact vs cost.
- Develop new ways to engage with the music, arts and wider culture sector.
- Develop relationships with our peers across the music sector, partners, clients and media.
- Build, manage, maintain and use our industry database in line with Data Protection legislation.
- Monitor and analyse website, social networking and email newsletter statistics.
- Act as an ambassador for the hub at events and online.

Leadership and vision

- Working with the hub Director, develop - and deliver against - a strategic vision for the hub's online presence and wider digital activity, identifying, initiating or responding to key opportunities.
- Ensure that the various elements of the hub's overall online offer complement one another, form a cohesive offer, and are consistent with the hub's mission, values and aims.
- Be a digital champion within and for the hub, spotting/maximising opportunities and sharing learning.
- Keep abreast of the latest developments and trends in e business and online business practices.

Operational

- Monitor, report and resolve website technical problems.
- Maintain the hub's digital equipment and software.

Person Specification

Experience (E= essential, D = desirable)

- Producing, commissioning and editing content across a range of formats (audio-visual, text etc) and for use on a range of online platforms. (E)
- Audio and visual editing and production. (E)
- Writing accessible, engaging copy for web platforms. (E)
- Developing creative digital projects as well as online platforms. (D)
- Using Content Management Systems, particularly Wordpress. (E)
- Working with website developers. (E)
- Assessing website usability and accessibility, using analytics tools. (E)
- HTML and CSS experience. (D)
- Developing and delivering online marketing campaigns. (D)

- Creating and managing successful partnerships. (D)
- Working as part of a small team. (D)

Skills and knowledge (E= essential, D = desirable)

- Excellent written English, including a friendly accessible style and ability to translate complicated issues into accessible content; good handle on grammar, style and punctuation. (E)
- Proficient at Wordpress; able to resolve technical issues re managing content/web development. (E)
- Audio and video editing and production. (E)
- Ability to use social media to engage communities of interest. (E)
- Ability to think strategically, and translate this into practical action, and to make connections between different areas of work. (E)
- Excellent awareness of trends within the digital sector, and ability to apply these to your working practice. (E)
- Basic HTML and CSS. (D)
- Database building and management, knowledge of data protection legislation. (D)
- Able to create and manage successful partnerships. (D)
- Knowledge of the independent music sector, how it works, current challenges and opportunities; well networked across the sector. (D)
- Knowledge of the online learning sector, understanding of effective online learning tools. (D)
- Training skills. (D)
- Attention to detail. (E)
- Ability to set, and work to, deadlines; good time management. (E)
- Able to work independently, whilst being part of a small creative team. (E)
- Ability to represent and communicate the values and vision of the organisation. (E)

Qualities (E= essential, D = desirable)

- Highly creative, inherently curious and lateral thinking. (E)
- Entrepreneurial, opportunistic but pragmatic. (E)
- A digital visionary, excited by and committed to delivering high quality, innovative content and engagement across a range of platforms. (E)
- A thinker and a doer. (E)
- Flexible and a self starter. (E)
- Enjoys working as part of a small creative team. (E)
- Motivated by wanting to make a difference, and to pushing forward digital thinking and practice. (E)
- Passionate about independent/beyond mainstream music and the ongoing health and creativity of this sector, and supporting the professional development of those who make or promote it. (D)

How to apply

Please send the following to the hub's Director, Julia Payne - julia@thehubuk.com:

- Covering letter, CV and 3 examples of relevant written work, plus links to relevant video and audio you've produced.
- (Link to) Short video or online presentation (max 2 mins) you've made outlining what excites you most about the role and what you'd add to the team.

Closing date for applications is Monday 26 August. Interviews will be held on Monday 2 September in Colchester.

For an informal chat about the role, please call Julia on 07968 696211.