

DREAMARTS

JOB DESCRIPTION



Job Title	Content Producer
Organisation	DreamArts
Responsible to	Assistant Director
Salary	£23k pro rata (1.5 days per week)
Contract period	Ongoing
Hours	11.5 hours per week. Hours will be flexible and include attending DreamArts projects taking place on Saturdays and Sundays. We anticipate the split being as follows; <ul style="list-style-type: none">- 6 hours @ DreamArts HQ (Wednesdays)- 5.5 hours flexible working, including visiting projects which usually take place in the evening or weekends.
Primary Work Locations	<u>DreamArts HQ</u> , 2 Grosvenor Gardens, London SW1W 0DH, Various locations around Westminster, including; <u>Experiment Saturday</u> ; The Abbey Centre, 34 Great Smith Street, Westminster, London SW1P 3BU <u>Experiment Sunday</u> ; City of Westminster College, 25 Paddington Green, London W2 1NB
How to apply	Email graham@dreamarts.org.uk by Friday 12 November; <ul style="list-style-type: none">- The Content Producer Cover Sheet including a statement no longer than 300 words explaining why you are the best person for the role (please refer to the job description in your response) and links to/examples of your work.- Your CV listing your work experience (paid and unpaid), training and education Shortlisted candidates will be invited for interview week beginning 15 November.

Purpose of the job

DreamArts is an outreach charity with a commitment to transform young lives with projects that fuse arts and therapy. We work in wards across Westminster which have some of the highest levels of child poverty in the UK. We know there are children and young people and their families out there who would love to know about DreamArts and who would benefit from our work. Therefore we want to increase awareness of our work and engage more young people, in particular those aged 11+.

To achieve this DreamArts will appoint a dynamic Content Producer who lives and breathes digital media with excellent creative, written and communication skills to help increase awareness of DreamArts. Their role will be to;

- 'Shout About Our Success', sharing and celebrating the achievements of young people and chronicling the way DreamArts works.



- Work collaboratively with young people including our Social Media Team to develop creative content with a strong youth voice that will engage their peers.
- Research, co-ordinate and deliver a communications content calendar that focuses on the work of DreamArts, upload content, write strong social media posts and build our optimisation.
- Produce a DreamArts newsletter every 2 months and maintain our online listings
- To advance the DreamArts Communication Action Plan and to take a lead role in reviewing and updating the plan every 6 month.

1. Responsibilities

- 1.1. To work collaboratively with young people and where appropriate their families to generate creative content with a strong voice and is accessible and relevant to young people (e.g. videography, photography, event videos, copy, podcasts, infographics).
- 1.2. Facilitate a Social Media Team of 3-6 members who will help shape messaging, create content and inform our communications strategy (facilitation training with young people will be available).
- 1.3. Research, co-ordinate and deliver a communications content calendar that includes original feature and viral content ideas that showcase our work, uploading engaging content onto the DreamArts YouTube channel, website and social media.
- 1.4. Plan and deliver photography and videography of activities and events including post-production and editing (training and support can be provided).
- 1.5. Produce the DreamArts Newsletter every 2 months and maintain and update our distribution list of contacts.
- 1.6. Find relevant/newsworthy and breaking news content that resonates with DreamArts and our audiences
- 1.7. Provide reports every 2 months capturing what has been achieved across our communications platforms and analysing ways to enhance our reach.
- 1.8. Develop new avenues of content to increase unique visitor numbers, page views, newsletter subscriptions and community engagement including links with influencers to highlight our work.
- 1.9. Attend regular team meetings, training and other appropriate meetings as directed by the Assistant Director.
- 1.10. Maintain and update DreamArts listings on various platforms including Young Westminster Foundation's 'My City' website.

DreamArts is committed to providing an integrative and inclusive programme and not to discriminate on the grounds of race, ethnic origin, nationality, or culture. We are also committed to becoming a more diverse and culturally representational organisation, therefore any applicant that identifies from a minoritized background and meets the essential criteria will be automatically selected for an interview.



Person Specification

Experience

- 1.1 Proven track record developing a range of online content that engages young people
- 1.2 Experience of working well with young people of diverse backgrounds from an inner-city environment
- 1.3 Experience of living/working/studying in Westminster
- 1.4 Experience of working as part of a team
- 1.5 Experience of developing YouTube channels

Essential Desirable

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Skills

- 3.1 Ability to engage, inspire and support others
- 3.2 Working knowledge of HTML and CSM software including Wordpress and understanding Google Analytics and Search Engine Optimisation techniques
- 3.3 Working knowledge of Facebook, Twitter and Instagram
- 3.4 Videography and photography skills, including editing.
- 3.4 Planning, writing and editing copy
- 3.5. Facilitating young people

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Personal Qualities

- 4.1 Enthusiastic, flexible, creative and positive
- 4.2 Strong communicator
- 4.3 Able to prioritise, to overcome obstacles, and to work under pressure
- 4.4 Able to work unsociable hours i.e. weekends and occasional evenings

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All team members are required to adhere and advance our Code of Conduct and Safeguarding Policy. All team members will undergo an Enhanced Disclosure and Barring Service check to safeguard young people (please note that a having criminal conviction does not automatically disbar you from working with young people – to discuss this further contact Graham Whitlock, DreamArts Director).