

Digital Content Producer

Closing date for applications: Monday 20 May at 9am

Interviews will be held: Thursday 30 May

This is a fixed term position until March 2026

The government chose Bradford to be just the fourth UK City of Culture in May 2022. It's a huge honour. It's a massive responsibility. And it's a once-in-a-lifetime opportunity. We're building an organisation from scratch to plan and present 12 unforgettable months of creativity, culture and the arts across Bradford District. From New Year's Day to New Year's Eve, 2025 is set to explode with more than 1,000 shows, exhibitions and events – by and for everyone, with much of it completely free to see.

We're looking for a **Digital Content Producer** to create original and innovative digital content across multiple formats for multiple channels to help us deliver the best UK City of Culture yet. You'll report to the Head of Digital Content and be responsible for creating and commissioning content to support Bradford 2025's mission, vision and values.

Key Responsibilities

- To plan, develop, create, commission and manage distinctive and engaging content to support Bradford 2025's key audience development objectives.
- Lead the production of Bradford 2025's video, filming and editing in-house or commission videographers in line with project requirements.
- Prepare briefs and manage the production of video, images and audio for Bradford 2025's digital platforms.
- Work alongside the Head of Digital Content, Content team and Audiences team to ensure a comprehensive digital content distribution strategy.
- Brief and manage external suppliers of video and digital content services and oversee the editing and production process.
- Storyboard, self-shoot and edit video content to support day-to-day activity and campaigns.
- To manage the budgets, contracts and resources within the agreed parameters.
- To work effectively with other departments, internal and external suppliers and partners to support all Bradford 2025's activities.
- Develop and manage positive working relationships with artists, contributors and talent to ensure the best content.
- Seek improvements in content production to develop further efficiencies in working practices, keeping up to date with emerging digital content trends.
- Provide training and support to staff creating and sourcing their own digital content.
- Manage the budget, contracts and resources within the agreed parameters.

You'll have:

- Proven knowledge and experience of the latest production techniques and technologies and the technical skills to produce quality content across multi-platforms.
- Demonstrable knowledge and experience of working in a content production environment

and experience of developing and delivering high-quality digital content for an assortment of platforms.

- Demonstrable ability to develop fresh, new creative ideas.
- Experience of taking ideas from concept to finished product whilst driving forward creativity.
- Prior experience of managing the production and editorial tone of original material in the form of video, text, images and audio.

It would also be great if you have:

- Experience in a similar role in an arts and cultural organisation, or similar.
- Knowledge and understanding of Bradford District and its cultural sector.

Benefits include:

- Annual salary of £35,000 depending on experience
- 37 hours per week worked flexibly (City Centre location)
- 25 days holiday plus bank holidays
- Contributory pension scheme with 5% employer contribution
- High street discounts
- 2 x death in service cover
- Confidential employee assistance helpline

We expect everyone in our team to:

- Develop an understanding of Bradford 2025 UK City of Culture, its values, the benefits it brings to the Bradford District and to funders and sponsors.
- Create a positive working environment, underpinned by our values.
- Act as an ambassador for Bradford 2025, UK City of Culture.
- Drive change in our industry through actions and words that advocate inclusion and equality, creating a culture that recognises and celebrates diversity and sustainability.
- Be accountable for the safety of yourself and others by working safely and in accordance with our Health & Safety and Safeguarding Policies.
- Ensure we are collecting and using data from all activities to inform decisions, demonstrate our impact and fulfil our funding conditions in line with GDPR.
- Undertake relevant training and development as required.
- Be open to the opportunities to mentor, train and develop colleagues and participants in Bradford 2025.
- Carry out any other tasks that will be required on an ad hoc or continuing basis, commensurate with the general level of responsibility of your position.

We're committed to ensuring that everyone feels accepted and can be their true selves at Bradford 2025 and we want our team to reflect our district. We believe that diversity in our team is crucial to our success, so we welcome applications from all races, genders, religions, ages, and sexual orientation as well as from people living with disabilities. We are proud to be an equal opportunity workplace and our ambition is to recruit and retain the best people regardless of background.

If your experience looks different from what we've advertised and you believe that you can bring value to the role, we'd love to hear from you. If you require any adjustments to the recruitment process, please let us know so we can help you to be at your best. This might be as simple as wanting sight of interview questions ahead of time – whatever it is, just ask and we'll see what we can do.

To apply for this role please send a copy of your CV and a covering letter of no more than two sides of A4 to recruitment@bradford2025.co.uk