

Camden Art Centre  
Arkwright Road  
London NW3

**Digital Content Producer (Fixed Term)**



**Purpose of Role:**

The purpose of this post is to work closely with our programme and communications teams, to develop and produce original, innovative, accessible and engaging digital work as a creative response to Camden Art Centres programming, expanding our digital output. Camden Art Centre is ambitious about increasing the visibility and reach of our work and expanding our audiences and participants both on and off-site. We have recently invested in our digital systems to make them more efficient, connected and agile in order to support our programming and audience development ambitions, including launching our new website with an ‘on demand’ section, and CRM to help target our communications effectively. As recipients of a Bloomberg Digital Accelerator grant, we are now investing further in hardware and studio facilities in order to capture high quality digital content from our existing programmes increasing our digital output. The successful candidate will work collaboratively with colleagues in the programme team (exhibitions, residencies, learning, public programme) to shape this new role and to identify creative opportunities to tell our stories and engage digital audiences. They will also support the development and upskilling of colleagues to increase digital skills and content capture across the organisation.

The new role will work within our communications team through a period of research and development, working closely with our programme and commercial teams who hold relationships with artists and external parties. The role has responsibility for producing accessible and engaging short and long form video and audio content and podcasts that resonate with our audiences including; recording; editing; colour grading and uploading onto a range of formats. They will develop high-quality digital material to engage audiences with contemporary art and artists that we are working with at Camden Art Centre to be published through digital channels such as YouTube, Soundcloud, Apple

# Camden Art Centre Arkwright Road London NW3

Podcast, Spotify, Bloomberg Connects digital application, Camden Art Centre's website and social media channels. The Digital Content Producer will be highly motivated, able to work both collaboratively and on their own initiative. They will be pivotal in supporting the communications team develop their digital strategies and brand identity, keep pace with a changing communications landscape and with a considered approach on how best to serve our audiences.



Photo: Sopo Ramischwili

## About Camden Art Centre

Camden Art Centre is a place for art and artists; a place for the curious, the novice and the expert alike. It's a place to see, to make, to learn and to talk about contemporary art, whether in our building, attending off-site projects or via our digital forums.

Camden Art Centre was originally built as a public library and now combines historic architecture with open, modern spaces, a café, bookshop, and secluded garden, with free entry for all. Through our programme of exhibitions, learning, courses, events, and residencies, we invite everyone to engage with art and the people that make it – to push boundaries and connect to their own creativity. Our off-site projects share our work with diverse communities and our digital, publishing, and broadcast platforms help us connect art, artists, and people in ever more immediate and interesting ways.

# Camden Art Centre Arkwright Road London NW3

As a charity rooted in our North West London community, we foster a sense of belonging in our spaces. Working closely with local schools, community groups and specialist partners we nurture the next generation of artists, from early years to adulthood, enabling everyone to get up close to art, to meet artists and to make work themselves. Our targeted programmes and sector leadership increase our impact, bringing the arts to those most in need.

Much loved by our communities, for over 50 years Camden Art Centre has always worked ahead of the curve, giving early support and exposure to important artists from the UK and abroad including Martin Creed, Kerry James Marshall, Kara Walker, Sophie Calle, Yinka Shonibare, Mike Nelson, and Mary Heilmann. We support artists at every stage of their careers, enabling them to make and show work that is relevant for today: brave, challenging, engaging, and vital.

Camden Art Centre is an Arts Council England (ACE) National Portfolio Organisation (NPO) and a registered charity governed by a Board of Trustees. We have a team of around 21 plus front of house and artists and freelancers who work on our programmes.



Photo: Sam Nightingale

Camden Art Centre  
 Arkwright Road  
 London NW3



Photo: Sopo Ramischwili

**Job Description for Digital Content Producer (Fixed Term)**

Employer	Camden Art Centre	Place of work	Arkwright Road, NW3 6DG
Reports to	Deputy Director	Department	Communications
Salary	£36,000 p/a pro rata	Contract	Fixed term – 18 months with possibility of extension
Hours of work	24 hours per week including 1-hour unpaid lunch break per day *	Responsible for	N/A
Days of work	10am-6pm Wednesday and Friday 1pm-9pm Thursday (for regular public programme events) Occasional weekends, with a time off in lieu system		

\* Camden Art Centre would be willing to discuss flexibility around the spread of working hours

# Camden Art Centre

## Arkwright Road

### London NW3

#### **Key Tasks and Responsibilities:**

##### **Digital and Creative**

1. Develop and produce original digital content (video, audio, and other as appropriate) for multiple digital platforms, including Camden Art Centre website and social media platforms and third-party platforms in dialogue with the programme and communications teams.
2. Document live programme activity (including but not exclusive to public programme events), editing audio and video recordings and uploading following an event to reach audiences unable to attend in person.
3. Review existing digital content and audience engagement, and help facilitate discussion and generation of ideas for digital content with staff and any relevant stakeholders.
4. Manage all aspects of video, audio and podcast production from start to finish. This includes creative direction, budgeting, organising logistics, managing deadlines and communicating with the wider team.
5. Execute high quality video filming using the right tools for the required situation to a high standard. This will include mobile phones, professional video cameras, gimbals, lighting, audio recording equipment alongside editing software for graphics, captions and special effects as required.
6. Execute high quality podcasts using the right tools for the required situation to a high standard. This will include use of audio recording equipment alongside editing software.
7. Use Adobe Creative suite software, such as Premier Pro, audition and media encoder to create compelling and engaging videos and podcasts, with an understanding of narrative storytelling and how to capture digital audiences.
8. Work closely with internal stakeholders to ensure content fits within our digital strategy and our brand's tone of voice. Ensure that equity and inclusion is embedded in all projects and outputs through championing best practice and proactively developing approaches to them ensuring that our digital content is accessible.
9. Know how to make subjects comfortable when being recorded.
10. Ensure all recording and studio equipment is kept good working order.
11. Manage copyright and permissions related to the content created.

##### **Research and Development**

12. With the team and external parties, support in developing a digital strategy for Camden Art Centre.
13. Evaluate and report on the success of content and other digital activity and implement improvements and changes when necessary.
14. Support the upskilling of staff in digital skills through providing training or advice where appropriate.
15. Proactively keep up-to-date on digital developments and opportunities, and feed these into project proposals and planning.
16. Keep up-to-date with issues relating to digital copyright and ownership and support the team to ensure that all digital material is properly managed in this regard.
17. Work with the communications team to ensure analytics tracking tools (Google Analytics 4, social media insights, website surveys) are set up and monitored to support evaluation and future development of digital activity.
18. Explore and introduce new digital technologies, products and approaches that could enhance delivery of the digital strategy.

# Camden Art Centre

## Arkwright Road

### London NW3

#### General

19. Manage and update the communications planner and cross reference with the programme planning schedules to ensure that key activity is shared with the team.
20. Update the database with relevant contacts and information.
21. Operate in accordance with the Centre's health and safety, employment, equal opportunities, environmental, anti-racism, safeguarding, data protection and other policies and procedures.
22. Maintain a commitment to training and professional development and participate in staff team activities.
23. Undertake other duties as required to ensure the smooth running of Camden Art Centre. Additional weekend and evening work may be required, for which time off in lieu will be granted.

#### 4. Person Specification

##### Essential Knowledge and experience

- At least 2 years professional experience in digital content creation and production with solid camera, lighting and audio skills.
- Fully compliant in Adobe Creative Suite, most importantly Premier Pro, After Effects and Audition to edit video and audio content. Experience using Photoshop, Illustrator and InDesign for graphics. Experience using latest generative/AI audio & video enhancing tools within Adobe Creative Suite and beyond.
- Ability to create innovative and accessible long and short form content, including targeting a diverse range of audiences and the ability to adapt and design content to appeal to people from a broad range of backgrounds.
- The ability to plan the story arch of video and audio content, thinking creatively on how to engage digital audiences using compelling story telling.
- Understanding of the principles of digital accessibility and how to create digital products and services that are inclusive and provide equal access to information and functionality to all users, regardless of their abilities.
- Familiarity with content management systems and a variety of third-party tools including Google Analytics.
- Content publishing and distribution experience across a range of digital channels and platforms including YouTube, Soundcloud, Apple Podcast, Spotify, Facebook, X/Twitter, Instagram, TikTok.
- An understanding of Search Engine Optimisation.
- An entrepreneurial spirit and creative thinker, with an enthusiasm and interest in contemporary art and culture.
- Good interpersonal and communication skills. Ability and desire to communicate clearly about digital initiatives with non-technical staff.
- Excellent attention to detail, technically adept and quick to learn new processes, with the ability to think on your feet when faced with technical problems.
- Excellent time management and organisational skills, with the ability to balance and prioritise a diverse workload, working well autonomously and as part of a team.
- An awareness of copyright and other legal issues associated with online/onsite digital content.
- Ability to work occasional evenings or weekends, depending on programme need (e.g. to film events or support projects)
- Positive and supportive behaviour in the workplace with a flexible and collaborative approach to working as part of a small and busy team.
- Proactive support for the artistic and business aims of Camden Art Centre.
- Honesty.
- Reliability.
- Punctuality.

# Camden Art Centre

## Arkwright Road

### London NW3

Desirable:

- Experience of working in the arts/culture, education, museum or heritage sector.
- Experience of working with artists and creatives.
- Photography skills.

Information Evening: **Wednesday 24 April, 6pm**  
Closing date for applications: **Wednesday 1 May 2024, by 10am**  
Interviews will take place: **Wednesday 17 May 2024**

Unfortunately, due to the high volume of applicants, we are unable to write back to all applicants at the shortlisting stage or to give specific feedback on why you have not been shortlisted. If you do not hear from us by **Wednesday 17 May 2024**, please assume that you have not been shortlisted in this instance.

Applicants must have the right to work in the UK.

Please send us your completed application form to [recruitment@camdenartcentre.org](mailto:recruitment@camdenartcentre.org) with **'Digital Content Producer'** in the subject line.

Please also complete the online equal opportunities monitoring form here:

[Equal Opportunities monitoring form](#)

The equal opportunities form is confidential and separate from your application.

We are particularly interested in applications from people from backgrounds that are underrepresented in the museums and galleries sector, including people from low-income backgrounds, people with disabilities, and people from Black, Asian, and ethnically diverse backgrounds.

Camden Art Centre is committed to meeting the needs of applicants with disabilities. Visit our [access webpage](#) for general information. Please see [our recruitment guidance document](#) provided for further information.

This job pack will give you more information about the role.

We provide [additional guidance notes](#) to help you better understand the recruitment process, the information we need to know about you to understand if you are the right person for this opportunity, and how best to approach completing your application.

## 5. Equal Opportunities Policy and Monitoring

1. Introduction
  - 1.1 Camden Art Centre (CAC) is committed to a policy of equality of opportunity in its employment practices and in the provision of services to users.
  - 1.2 The Sex Discrimination, Race Relations and Disability Discrimination Acts protect job applicants, employees, self-employed people, and contract workers alike and accordingly the word "employee" in this policy includes all such people who are protected by the Acts.

# Camden Art Centre

## Arkwright Road

### London NW3

1.3 Senior management fully supports this policy. All employees are responsible for its implementation and should request special training if they have any doubts about its application. An employee should address any questions in relation to the policy or any requests for special training to the Director.

1.4 Employees who feel that they have suffered such discrimination should raise the matter with the Director.

## 2. A Statement of Policy

2.1 As an employer CAC aims to ensure that no potential or actual employee receives more or less favourable treatment on the grounds of race, ethnic or national origins, disability, marital status, gender, sex, sexual orientation, age, class, responsibility for dependants or religious beliefs.

2.1.1 Selection procedures and criteria are reviewed to ensure that individuals are selected on the basis of their relevant merits, abilities, experience, and qualifications.

2.1.2 All employees must accept their personal responsibility for the practical application of the Policy but at the same time CAC acknowledges that specific responsibilities fall upon management, supervisory staff and individuals professionally involved in recruitment and employee administration.

2.1.3 To ensure this Policy is consistently applied and monitored co-ordinating responsibilities have been assigned to the Administrator who will monitor the operation of the Policy for both employees and job applicants.

2.2 As a service provider, CAC aims to ensure that its artistic programme reflects the cultural diversity of the community in which it is based. In particular it aims to ensure that audiences and users are not denied access to the programme on grounds of race, ethnic or national origins, disability, marital status, gender, sex, sexual orientation, age, class, responsibility for dependants or religious beliefs. The artistic programme also aims to challenge and explore issues around identity and society's response to identity and 'difference.'

2.2.1 The exhibition and education programmes are reviewed to ensure that they reflect the needs and interests of the whole community.

2.2.2 Targeted activities will be integrated into the programme in order to encourage increased use of the Centre by members of the community who 'traditionally' feel excluded from art spaces.

2.2.3 All employees must accept their personal responsibility for the practical application of the Policy but at the same time CAC acknowledges that specific responsibilities fall upon management, supervisory staff and individuals professionally involved in programming and service provision.

2.2.4 To ensure this Policy is consistently applied and monitored co-ordinating responsibilities have been assigned to the Director who will monitor the operation of the Policy within the artistic programme and other services.

## 3. Recruitment procedures

3.1 Job descriptions and person specifications are regularly reviewed to ensure that they accurately reflect the responsibilities of the post and contain no indirect discrimination.

3.2 The person specification and experience related to the job description provides the basis for the objective criteria for selection of candidates for short listing and appointment.

3.3 Applicants receive a job description, person specification, and an equal opportunity form for details of protected characteristics such as sex, disability and race in line with Arts Council guidance, that will be used for monitoring purposes.

3.4 Data may be referred to after initial shortlisting in order to choose between candidates of equal merit, in order to support our aim to diversify our workforce for individuals with protected characteristics.

3.5 Interview panels will be kept to a minimum size and panel members will be briefed on the application of the policy and the inadmissibility of discriminatory questions.

3.6 Candidates selected for interview will be asked the comparable questions. Candidates required to sit recruitment tests will be set the same tests.

## 4. Grievances

Anyone who believes that there has been any breach of this equal policy or has a grievance in respect of any act of sexual or racial harassment or any other discrimination should raise the grievance in accordance with CAC's Grievance Procedure. Anyone who does not feel able to do this should raise it with the Director or if that is inappropriate, the Chair.



# Camden Art Centre Arkwright Road London NW3

## 5. Discipline

An employee who harasses or discriminates against any other employee or CAC users or visitors on grounds of race, ethnic or national origins, disability, marital status, gender, sex, sexual orientation, age, class, responsibility for dependents or religious beliefs will be dealt with under CAC's Disciplinary Procedure. Such harassment or discrimination will normally be regarded as gross misconduct so that, on completion of the investigation and the relevant stage of the Disciplinary Procedure, the employee will be summarily dismissed.

*Thank you for reading and good luck with your application.*



Slogan plates created by Kingsgate Primary School pupils before 2019