

COVENTRY CITY OF CULTURE TRUST HEAD OF CONTENT & DIGITAL BROADCAST

Reports to Directors of the Trust, including Director of Audience Strategy

Role: Head of Content & Digital Broadcast
Salary: Up to £43,000 gross per annum, dependent on experience
Timescales: Role to commence from June 2021 to be delivered on a fixed term contract until end of June 2022

CONTEXT

We are a diverse, modern city which is re-imagining the role culture can play in bringing people together. Coventry is a city of welcome, a city of activists and pioneers, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

The Trust is committed to:

- Welcoming 2.5m additional visitors to Coventry in 2021/22
- 80% of the city's residents experiencing at least three events in 2021/22
- Increasing audience attendance from under-represented communities by 20%
- Activating more than 16,000 volunteers and participants
- Making long-lasting, tangible social change in Coventry
- Transforming who holds the power to create and curate in the city
- Starting a wave of cultural investment across the region

Coventry's City of Culture programme will start in May 2021 and run for 12 months, allowing us to keep our promise to the city and region - to deliver an extraordinary year and telling the story of the city that moves.

JOB DESCRIPTION

We have been developing exciting broadcast and online projects and are looking to expand the team, to include a **Head of Content and Digital Broadcast**, who can take the lead on designing, creating, and implementing a digital broadcast strategy, to extend the reach of our live events and activities.

You will utilise existing partnerships with mainstream media across TV and Radio along with developing new film and audio content, podcasting opportunities and partnerships to support commissioning for our social media channels and oversee live capture throughout our year, working with the wider Marketing and Communications teams.

COVENTRY CITY OF CULTURE TRUST
C/O THE HERBERT ART GALLERY & MUSEUM, JORDAN WELL, COVENTRY, CV1 5QP
WWW.COVENTRY2021.CO.UK

REGISTERED ADDRESS: THE HERBERT ART GALLERY & MUSEUM,
JORDAN WELL, COVENTRY, CV1 5QP, COMPANY NUMBER: 09808960
CHARITY NUMBER 1165639, LIMITED BY GUARANTEE
REGISTERED IN ENGLAND AND WALES

THE ROLE

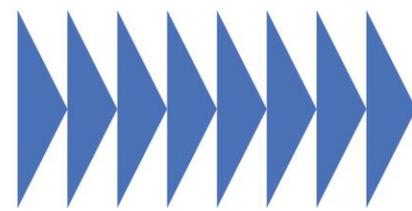
- To take the lead on initiating and implementing a digital broadcast strategy that enables us to extend the reach of our year long programme across multiple platforms to significant audiences around the UK and internationally
- Create content that provides a platform for promoting local talent, artists and creatives in our programmes and to tell the stories of our city to the widest possible audience
- To foster and build local, regional, national, and international collaborative partnerships across sectors, particularly with broadcast and streaming partners
- To develop awareness and a working understanding across the city of the commissioning process and the added value that digital creativity can offer
- To design and deliver a Digital Content and Broadcast Strategy with partners across the City to ensure we capture the full story of City of Culture
- To develop programmes that support the strategic work of our teams in influencing local and regional policy
- To consult internal and external stakeholders, including the Marketing and Communications teams, universities, broadcast partners and local film makers and talent
- Line management of project delivery teams with the potential for internal line management of Trust team members
- To ensure that health and wellbeing of partners and participants are always a key consideration of how the work is planned and developed
- To support producing teams where needed in embedding a range of digital and/or broadcast solutions and appropriate artists in the delivery of programme
- To work closely with the Trust's production team ensuring all elements of digital and broadcast production follow the Trust's policies and frameworks

MANAGEMENT

- Ensure the effective planning, delivery and management of an inspiring programme
- Manage all funding, contract and financial accountability
- Manage provision of high-level reporting and evaluation as required
- Work flexibly as a member of the Trust's team and contribute to delivering other elements of the team's work programme as required



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- Collaborate with the Director of Audience Strategy to provide support and content planning alongside marketing/communications and monitoring/evaluation departments
- Actively engage with the organisation's vision and mission and strategies regarding artistic ambition, equal opportunities, diversity and accessibility, participation and engagement, environment and sustainability and evaluation and monitoring
- To be aware of, and undertake to comply with and to help develop, the Trust's policies and procedures including, but not limited to, GDPR, Health and Safety, Safeguarding and Diversity and Equality and Inclusion Policies

PERSON SPECIFICATION

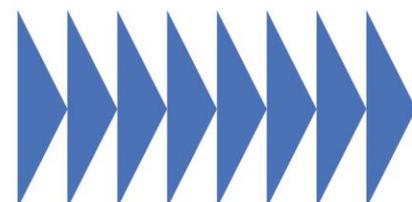
- Be an experienced Content Commissioner for broadcast channels, strong on editorial vision, and an excellent project manager, with the ability to work independently and as part of a team
- Demonstrable experience of developing partnerships across the public and private sector, to increase the reach of our programme
- Commitment and experience in commissioning content with artists and the cultural sector that is diverse, youthful and pioneering
- Experience of building and maintaining relationships with a wide range of stakeholders, including locally, nationally and internationally
- Experience working with new and emerging talent and considerable experience developing and maintaining relationships
- Excellent organisational and time-management skills and the ability to prioritise a diverse workload
- Experiencing of managing and reporting on budgets
- A personal and professional interest in Arts, Culture and Heritage and it's place in Coventry
- Attributes of diplomacy, confidentiality, trust and respect for colleagues and partners
- To be based in, or be willing to move to within, commuting distance of Coventry

GENERAL

Coventry is one of the most diverse cities in the UK and we want our Team to reflect that diversity. We value the benefits of a diversity of life experiences, cultural and social knowledge and are particularly keen to hear from candidates from currently under-represented groups, including those with disabilities.



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We are looking to build a team of people from a range of backgrounds and range of experiences. We can provide mentoring and training/support to less experienced candidates. Training and talent development within the Trust team and within the wider sector is central to our approach. All postholders are expected to participate in training and development activity and to contribute time and expertise to supporting our training programmes on site and occasionally off site.

We are committed to being an Equal Opportunities Employer for all roles and contracts; we welcome applications from all suitably qualified persons regardless of their race, gender, disability, culture, religion/belief, sexual orientation, or age. If you are unsure about applying, please talk with us about any concerns you might have.

The Trust will undertake to meet reasonable adjustments as required and will support with making specific access requirements requests via [Access To Work](#).

This list of responsibilities is not exhaustive and team members will be required to perform duties outside of this as operationally required.

PROCESS

Please submit an up-to-date CV and letter (maximum 2 pages) addressing your interest and suitability for the post with particular reference to the person specifications.

Alternatively, you can provide an audio or video submission.

As part of this process, please share with HR and Team Development any support and access requirements. We will provide assistance during the application and interview phase, as required.

Please note: If selected for interview, this is likely to take place online via Zoom. We will work with you to ensure any inclusion requirements are met. If you require additional assistance during any stage of this process, including interview, please let us know.

Coventry City of Culture Trust is committed to equal opportunities and will treat all applications fairly based on written submissions, please complete the anonymous equal opportunities form available at www.coventry2021.co.uk/jobs

Applications should be sent in PDF format to recruitment@coventry2021.co.uk

TIMETABLE

Advertised – Friday 23rd April 2021

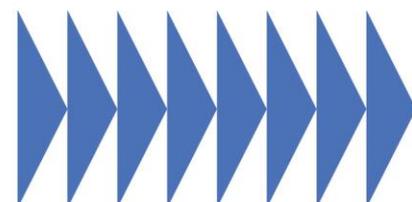
Deadline for submissions – Monday 17th May 2021

Interview date – Thursday 20th and Friday 21st May

Salary – Up to £43,000 gross per annum, dependent on experience



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TERMS AND CONDITIONS

- This is a fixed term post until June 2022
- The post is working 39 hours (excluding 30 minute/1-hour lunch) per week at hours to be agreed with frequent evening and weekend work. Flexible working may be agreed
- The salary is paid monthly in arrears
- If asked to work additional hours at the weekend, Time Off in Lieu will be given if approved in advance with the Line Manager
- Pension auto-enrolment is applicable and employer contributions are currently 3%. The Trust's appointed pension provider is NEST. Further details are available
- Holiday 33 days per annum including public holidays. Holiday must be taken at a time to suit all colleagues
- Main place of work is the Trust's Office with frequent attendance at meetings offsite and some homeworking, given current government guidelines
- The successful candidate will be welcomed into the Trust and supported through a remote onboarding process and provided with equipment to deliver the role on behalf of the Trust (laptop, etc.)
- There is a probation period of three months during which time the notice period is one week; on confirmation of appointment the notice period is one month
- On appointment the successful candidate must be able to provide the correct documents as proof of their right to work in the UK for duration of the contract
- The candidate's contract of employment with the Trust does not come into force until the first day of work

For more information about the Coventry 10-year Cultural Strategy visit www.covculture.com and for more information about Coventry UK City of Culture 2021 visit www.coventry2021.co.uk



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