

Digital Content Producer**Purpose of the role**

We are looking for an organised and proactive digital content producer to bring added imagination and creative flair to digital marketing production team.

The role will report into the Head of Production and be responsible for creating a variety of content across social platforms and work on a broad range of multiplatform content including video, microvideo, motion graphics, written copy, stills and gifs. The digital marketing production team supplies material to social channels for the BBC franchise brands. Producers in the team work on series campaigns, 'Always On' content or AVOD assets. You'll develop ideas and create content around our biggest brands, across a variety of social platforms including YouTube, Instagram, Facebook, Twitter and our own websites.

Accountabilities

As a producer in the digital marketing team, you'll create assets for our channels - principally YouTube, Instagram, Facebook and our websites.

You'll produce a wide variety of content across multiple genres e.g. video, gifs, microvideo, articles and stills.

As such, proven knowledge and experience of production techniques and technologies and the technical skills to produce quality content across multi-platforms is essential.

As well as film/edit skills, you'll be able to write scripts, social captions and headlines. Audio skills are also an advantage.

You'll be organized, able to plan and be adept at delivering to deadline to ensure that our targets are met e.g. AVOD strategies or digital marketing campaigns around a new broadcast series.

You'll be able to take on a project and run with it and have experience of doing this already. Projects are varied, for example producing assets for Top Gear marketing campaigns; Instagram stories for Hey Duggee or creating original videos for our BBC Earth YouTube channels. You'll know what content works well across different platforms.

Idea generation is essential in this role as is the ability to creative a narrative around a piece of content. You'll have experience of developing fresh, new creative ideas as well as possessing an understanding of the BBC's Editorial Guidelines.

- creative idea generation, production and delivery of 'Always On' content, special projects and campaigns

- the planning and scoping out of new projects and additions to existing output
- working with other content makers, be it BBC staff, freelancers or agency
- delivering projects
- producer on digital marketing campaign assets
- delivering content that fits with the AVOD strategy
- delivering multi-platform digital content to deadline

Scope & Impact

To develop a slate of original digital content for social channels and websites, primarily for of the Global Franchise brands: Top Gear, BBC Earth, Doctor and pre-school children's programmes like Hey Duggee.

Respond to the individual requirements of such brands and specific platforms to create shareable assets, with the express intention of growing reach and increasing engagement metrics.

The financial responsibilities of this role involve ensuring that projects are delivered to the allocated budget, and that a steady stream of content is delivered, ensuring we meet our contractual targets with partners.

This role is required to proactively generate new content ideas on a regular basis for all global brands.

This role reports to the Senior Digital Producer and the Head of Digital Production.

Strategic Planning & Decision Making

Ensures that all content created is within BBC Editorial Guidelines and is compliant.

Makes decisions on creative output and resource, to ensure the timely delivery of high quality content.

Works to deadline accurately and plans work accordingly.

Has a multi-platform approach to content making and understands what type of content performs well on different platforms.

Creates content with the audience in mind, responsible for driving engagement with brands across digital platforms and encouraging content discovery.

Responsible for the production and delivery of digital and social media content to support the channel's marketing and commercial priorities more widely.

Relationships

The role involves managing and working collaboratively with a wide variety of stakeholders: senior producers, freelancers, brand representatives, regional marketing teams, BBC production teams.

Stakeholders can be high level e.g. Director of marketing or Franchise directors. Or at a similar level e.g. Digital Marketing Managers and planners, editors, producers, press, marketing brand teams, programme production teams and sales teams.. The role also involves managing talent.

Knowledge & Skills

Experience of producing a wide range of multi-platform content e.g. video, microvideo, motion graphics, written copy, stills and gifs.

Ability to work across team and collaboratively.

Ability to generate a stream of creative ideas.

Excellent time and project management skills.

Strong interpersonal skills and the ability to influence others, internally and externally. Managing stakeholders and talent.

Strong understanding of digital trends and the social media landscape.

Ability to scope out a projects, managing budget, resource.

Able to deliver high quality design assets, moving or still.

Evidence of producing accurate, high-quality work.

Possess an understanding of delivering projects that are commercially viable.

Understanding of the BBC's Editorial Guidelines.

Proven experience of using Adobe Premier, Photoshop, After Effects and an understanding of video formats and codecs.

Audience/market focused. Awareness of the latest digital trends and the digital landscape.

Professional Experience

Experience of developing, producing and delivering successful digital content and/or social content campaigns, ideally in an editorial and/or broadcast environment.

Must have a good understanding of how content is created, published and shared across the internet, with experience of delivering successful content to different social platforms.

Experience of delivering projects to deadline.

