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Sadler's Wells

**Digital Content Producer**

**Fixed-term contract to 31 March 2022**



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## Welcome

*Thank you for your interest in joining Sadler's Wells. We hope that it will be a great opportunity for you in your own career.*

Sadler's Wells holds fast today to the vision that Lilian Baylis instilled here almost a century ago: that great art should belong to everybody. Our mission is to make and share dance that inspires us all, and our vision is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

When artists and audiences talk about Sadler's Wells, they use the words: 'innovative, exciting and risk-taking'. Trying new things is part of our core purpose, and it's more important today than it has ever been.

This is an exciting and complex time in the theatre's history as we recover from the impact the coronavirus pandemic has had on our business model and work towards opening a fourth venue in Queen Elizabeth Olympic Park in east London in 2023.

This fixed-term role will offer you the opportunity to bring your ideas, passion, knowledge and experience to Sadler's Wells. In return, the successful candidate will be part of a strong and supportive team in a world class arts organisation.



## Background Information

Sadler's Wells is a world-leading creative organisation, dedicated to presenting, producing and touring dance made today in all its forms. Sadler's Wells commissions, presents and produces more dance than any other theatre in the world – from tango to hip hop, ballet to flamenco, Bollywood to cutting-edge contemporary dance. With an innovative, year-round programme of performances and learning activities, this is the place where artists come together to create dance, and where we welcome everyone to experience dance and be inspired.

Our aim is to reflect and respond to the world through dance: enabling artists of all backgrounds to create dance that moves us and opens our minds; sharing those experiences with the widest possible audiences to enrich their lives and deepen their understanding of what it means to be human.

In normal times, over half a million people come to our theatres in London each year, with many more enjoying our touring productions at partner venues across the UK and in cities around the world. Sadler's Wells Theatre has been located in Islington since the 17th century. Our modern day theatre comprises a main auditorium (1,500 seats); the Lilian Baylis Studio (180 seats); three rehearsal studios; bars, a café, facilities for private and corporate entertaining and offices for Sadler's Wells' colleagues.

Our second theatre building and West End home, the Peacock (1,000 seats), is subject to a unique agreement whereby Sadler's Wells and the London School of Economics jointly manage it, with the LSE presenting its lectures to students during the day and Sadler's Wells presenting theatre at night.

### Future Plans

Plans are underway for the development of a fourth venue in east London's Queen Elizabeth Olympic Park. Sadler's Wells' new space will be located on the Stratford Waterfront site, opposite the London Aquatics Centre, alongside UAL's London College of Fashion and the V&A Museum. The site will form part of a new cultural and education district, which will also include a major new University College London (UCL) campus and have direct links to the creative communities already based in east London.

Sadler's Wells' new space will house a 550-seat mid-scale theatre, as well as facilities for a choreographic centre and a hip hop theatre academy, all planned to open by the end of 2023.

### Sadler's Wells Digital Stage

Sadler's Wells Digital Stage is our online programme of performances and experiences designed to entertain and connect global audiences through dance. Since lockdowns began in March 2020, this programme has been enjoyed by audiences all over the world, generating over 5 million unique video views.

As we enter a new phase of making and sharing dance in live theatres and online, we are using what we have learned in the past year to shape what we do next on Sadler's Wells Digital Stage. We want to develop our online programme to create and share inspiring work that supports artists, diversifies and expands the audience for dance, and enables participation in dance.

[sadlerswells.com/digitalstage](https://sadlerswells.com/digitalstage)

## The Department

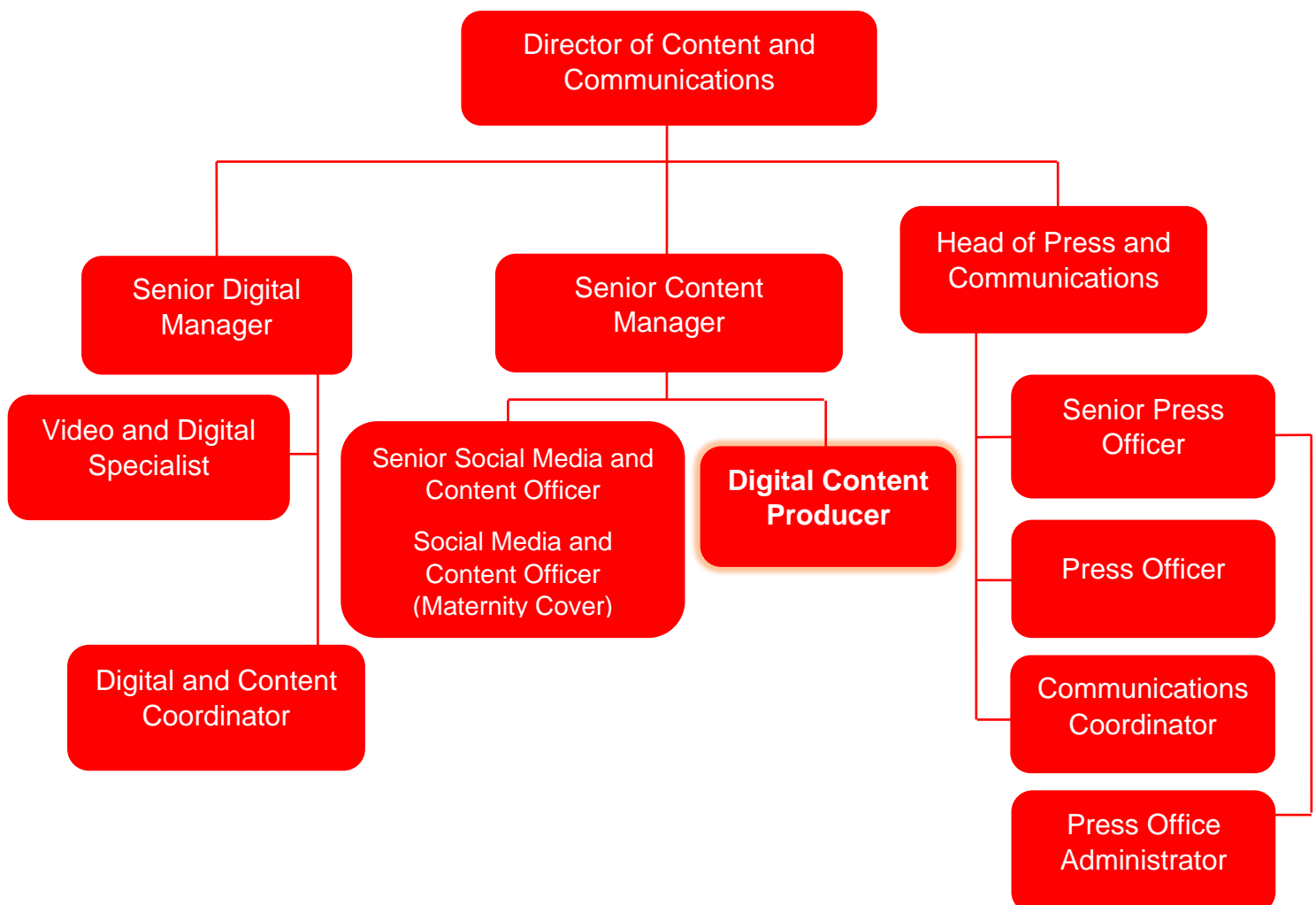
The Content and Communications department is made up of the Content, Digital, and Press and Communications Teams. We're an innovation engine at Sadler's Wells and are responsible for strategy and delivery of the organisation's:

- Brand identity and tone of voice
- Corporate communications
- Digital content curation, production and distribution
- Press, media and influencer relationships and coverage
- Social media presence
- Video production
- Websites

We strive to shape, contribute to, support and promote diverse aspects of the work of Sadler's Wells. We're particularly focused on using digital tools, content, and channels to make and share dance experiences, inspire global audiences and participants, support artists and sector professionals, and build local, national and international communities around a love for dance and Sadler's Wells.

The Content and Social Media team is responsible for curating, producing and distributing digital content and social media that inspires, informs and engages people through dance.

### The Content and Communications department:



## The Role

The Digital Content Producer is a new role at Sadler's Wells. You will lead on the delivery and management of select parts of a world-class dance programme on Sadler's Wells Digital Stage and produce new short-form content to inspire and engage global audiences in dance. This is an exciting time to join Sadler's Wells – an opportunity to produce some of our most ambitious online content to date and shape our processes and planning in a way that will inform how we do things in future.

As Digital Content Producer, you will act as the primary coordinator and communicator for select digital initiatives made for global online audiences in a range of different formats (for example video, audio, interactive). At the core of this role is collaborating with multiple stakeholders – including artists, dance companies, production partners, filmmakers and Sadler's Wells colleagues – to conceptualise, plan, administrate and deliver high-quality and accessible digital work on time and budget, in line with our strategic objectives.

The Digital Content Producer reports to the Senior Content Manager, as part of the Content and Communications department at Sadler's Wells.

This role is currently and could remain working remotely for the duration of the contract but may be required to oversee content creation (e.g. filming) in-person in London on occasion.

## What are my responsibilities?

### Project management

- Lead on the planning and delivery of online dance works and experiences for Sadler's Wells Digital Stage (both free and pay-to-access), including live capture performances, workshops and screen dance commissions
- Act as the central point of contact for given projects, working with Sadler's Wells colleagues to ensure robust coordination and communication across all departments, as well as with artists, dance companies and content creators on delivery
- Set up and maintain project workflows and production schedules, ensuring all stakeholders understand their roles and responsibilities in the delivery process, including sign-off
- Retain robust administrative oversight of all projects, including budget management and working with the Programming and Producing and Touring teams to ensure contracting and licensing is in place

- Work proactively to troubleshoot and problem solve any issues that might occur in the production process, and capitalise on opportunities along the way to optimise the output
- Set up templates and frameworks for project management and workflow planning which can be applied to different content projects at Sadler's Wells

### Digital content production

- Work with the Content and Marketing teams to gather and deliver suites of promotional assets for Digital Stage projects, to maximise audience reach and engagement across our work. This includes working with filmmakers and editors to tailor content for different channels and audiences, and attaining sign-off from companies, artists and collaborators
- Collaborate with the Content and Digital teams to conceptualise and develop ideas for short-form digital content for audiences visiting the new Sadler's Wells website (scheduled to launch late summer 2021)

- Project manage the creation of new digital content, for example:
  - Write film briefs
  - Draft risk assessments
  - Coordinate schedules for filming and content delivery
  - Liaise with artists, companies, filmmakers and other internal and external collaborators
  - Oversee the filming of new content
  - Advise on edits and proof subtitles and branding
- Prioritise audience accessibility from the start of all new content initiatives and work with colleagues and freelancers to source content in a range of formats (for example, audio description, subtitles, ALT text for images)
- Problem solve on the optimal audience-centric solutions for digital content given the financial, content and team resources available to Sadler's Wells
- Contribute to brainstorms and ongoing planning for Sadler's Wells' digital content strategy

## Evaluation

- Work with the Director of Content and Communications and Senior Content Manager to develop clear, measurable and agreed outcomes for Digital Stage projects in line with Sadler's Wells' overall strategy
- Track content performance against agreed KPIs
- Coordinate wash-up meetings and document learnings

## General

- Undertake other duties as may be reasonably required
- At all times to carry out duties and responsibilities with regard to Sadler's Wells' Equality, Diversity and Inclusion and Health and Safety Policies. This may include providing assistance with evacuation procedures or building searches in the event of an emergency at any of Sadler's Wells' premises

*THIS JOB DESCRIPTION IS A GUIDE TO THE NATURE OF THE WORK REQUIRED OF THIS POSITION. IT IS NEITHER WHOLLY COMPREHENSIVE NOR RESTRICTIVE AND DOES NOT FORM PART OF THE CONTRACT OF EMPLOYMENT.*

## Who should apply?

The successful applicant will demonstrate the following skills, experience, and personal qualities:

### Essential

- A strong track record of project managing the production of high-quality and high-impact digital content in the creative industries
- Highly organised, with experience of managing multiple projects to deadlines with great attention to detail
- Excellent communication skills and demonstrable experience collaborating effectively with multiple stakeholders
- Proven ability to work in an agile way, with a willing and creative approach to problem-solving
- A thorough understanding of different digital formats and distribution
- An audience-centric approach to optimizing digital content
- A commitment to accessibility, and experience producing content in a range of formats
- A passion for bringing dance to a wide and diverse audience
- Must hold right to work in the UK

### Additional, but not essential

- Experience of the live streaming process
- Knowledge of and experience in content creation specifically for dance
- Experience of music rights clearance
- Confident using Microsoft Teams





## Why work for us?

You will be a key part of our mission to make and share dance that inspires us all and delivering our vision to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other

- You will be offered a salary of £30,000 per annum, pro rata, based on a 35 hour working week, plus an additional paid meal break each day. This is a fixed-term position, due to commence as soon as possible until 31 March 2022
- You will get 25 days annual leave per annum
- You will be enrolled into the Sadler's Wells Trust Ltd. pension scheme
- You will have access to our comprehensive Employee Assistance Programme (EAP) to support your wellbeing
- You can access an interest-free Season Ticket Loan and a Cycle to Work salary sacrifice scheme
- You will be eligible for a death in service insurance policy covering twice your annual salary
- You will be encouraged to attend performances at both theatres with a discretionary allocation of tickets to employees (subject to availability), and a staff discount at the Garden Court Café
- We welcome everyone through our doors and encourage and enable people to be the best versions of themselves and to feel confident and capable in their roles
- We embrace a blend between home and office working, and we welcome a conversation about flexible working and your needs
- We celebrate diversity in the dance we share and showcase, and in our workplace. We are working hard to be more inclusive and increasing access both on stage and off and have a number of anti-racism commitments to make lasting changes in the way we work

## Making an application

A Job Description and Person Specification are included in this document. If after reading you are still interested in applying, please find further details and information on how to apply [here](#).

If you would like support or have any queries regarding the format or submission of the application, please contact us on [recruitment@sadlerswells.com](mailto:recruitment@sadlerswells.com).

We welcome applications from people from all backgrounds who feel they align with our mission, vision and values. We are international and multicultural on our stages, and we want to reflect that in our organisation. By celebrating difference and incorporating diverse points of view and experiences, we can become closer to our artists, audiences and the communities we serve.

We are proud to be a Disability Confident employer meaning we have been certified by the government as actively taking steps to attract, recruit and retain disabled workers. We understand that some disabled colleagues will need adjustments to help them perform to the best of their ability – these can be changes to the built environment and furniture, the tools and technology they use in doing their job, aspects of the role, ongoing support or working arrangements.

Sadler's Wells also works collaboratively with Parents in Performing Arts (PiPA) in efforts to support parents and carers within the industry.

**We welcome all applications by 11:59pm GMT on Sunday 13 June 2021. Interviews will take place virtually on Friday 18 June 2021.**

