

Digital Producer

Job Description

Reports to: **Principal Officer** - Evaluation: **513 points**
Communications Grade: **N7**
Direct reports: **Staff as allocated** Reference: **A4416**

Job Purpose

Provide leadership and management to deliver dynamic data driven digital approaches across TWAM in order to maximise high quality audience engagement with collections, exhibitions and programme activity.

Main Duties

These are some of the typical duties you will be expected to perform. This is not exhaustive, and you may need to complete similar tasks as required.

1. Lead on the continued development and delivery of the TWAM digital policy and workplan. This will include:
 - o Developing engaging and authentic experiences both online and in venues which will create richer interactions with audiences.
 - o Initiating and overseeing the delivery of collaborative digital projects.
 - o Engaging creative practitioners with our collections to develop new digital programmes for audiences.
 - o Monitoring and evaluating all activities carried out using appropriate frameworks

2. Provide advice and guidance to staff on digital issues and develop and deliver training and engagement interventions independently and in collaboration with others for colleagues which develop skills and increase digital literacy to inspire creative programming
3. Keep abreast of current research, government policy and legislation in relevant specialist area to contribute to best practice
4. Develop and maintain positive and collaborative relationships with other teams across TWAM and relevant external stakeholders, regionally, nationally and internationally, in particular businesses, universities and cultural partners
5. Attend and speak at conferences and support/engage with relevant networks to reinforce TWAM's reputation as an innovative digital leader
6. Manage budgets and resources in accordance with TWAM policy and practice, and to seek to develop income through digital engagement and work with colleagues to secure external funding for digital initiatives
7. Contribute to the production of reports, executive summaries, briefing papers and documents for senior officers, staff, members, commercial providers, stakeholders and partner organisations
8. Assist in maintaining a healthy, safe and secure environment and to act in accordance with the Council's policies and procedures.
9. To promote and implement our *Diversity, Equality, Equity, and Accessibility* policy in all aspects of your employment.
10. To help maintain a healthy, safe, and secure environment and to adhere to our policies and procedure.