

Assistant Digital Producer
Digital Department – Public Engagement
£23,000, plus attractive benefits

We're looking for a hard-working, organised, self-motivated and creative digital professional for a junior role at one of the world's most exciting arts institutions.

From our foundation in 1768, the Royal Academy of Arts has provided a voice for art and artists. We are an independent charity led by eminent artists and architects – the Royal Academicians – and we pursue our mission through exhibitions, education and debate.

That mission is increasingly being delivered online. Alongside investment in our beautiful Mayfair campus, we are building our digital capacity to be able to share our work with existing and future audiences.

Ideally suited to a top-calibre graduate or second-jobber, this varied role will provide support to the fast-moving Digital Team at the RA, as well as enjoying the opportunity to work across a range of exciting content, technical and commercial projects.

You will have a good eye for design and have an understanding of copywriting and editing. You should also be able to optimise content for different digital platforms. Acute attention to detail is key in this role. You should have an in-depth understanding of the web and the opportunities it offers as a communications and commercial tool.

Well presented, articulate and confident, the successful candidate will possess first-rate communication skills to build effective working relationships both with internal colleagues and external agencies.

Some experience of using a website content management system, along with understanding/experience of image editing software (Photoshop) and familiarity with Google Analytics is preferred – but your general aptitude with digital systems and a willingness to learn is paramount. You should also be able to display a genuine passion for visual arts.

The Digital Department at the RA is a creative and hard-working team. We are innovative, supportive and flexible, and we expect high performance and dedication from our colleagues. It's a great time to join the RA, so if you think you're right for the job, we want to hear from you.

Candidates must complete an application form to be considered for this position. You will find our application form and further details about this position in the ***How to Apply*** section of the Careers page on our website <http://www.royalacademy.org.uk/careers>.

Closing date for applications: 8 October 2014
Interviews to be held: w/c 13 October 2014

JOB DESCRIPTION

Job Title: Assistant Digital Producer
Department: Digital Department, Public Engagement
Reports to: Head of Digital

MAIN OBJECTIVES

- Help to run the RA's digital channels, ensuring they are creatively and commercially successful, and support a great customer experience.
- Work with colleagues across the Academy – from teams like Learning, RA Schools, Exhibitions and Development – to create and publish digital content and products.
- Provide excellent project and administrative support to the Digital Team.
- Act as the first point of contact for digital enquiries for colleagues across the RA and external stakeholders.

DUTIES

- Proactively carry out daily content updates for the RA website, fact-checking, copy-editing and ensuring accuracy.
- Assist the Senior Digital Producer and the Social Media and Content Manager in creating website and social content, including thinking creatively around exhibitions and events, the work of Academicians and Students, commissioning, writing, editing and image research.
- Assist in producing articles and content for the RA's blog. Duties include picture research, organising interviews, copy-editing and fact-checking. Ensure all content is exciting, consistent, adheres to house style and is on-brand.
- Work with colleagues from the magazine team to create digital versions of articles and produce supplementary digital content.
- Use Photoshop and other Adobe Creative Cloud tools to create and edit images and graphics.
- Convert audio recordings of RA events into podcasts and other digital content
- Under the guidance of the Social Media and Content Manager, monitor and respond to our audiences using the RA's social media channels (Twitter, Facebook, Instagram etc). Feed into social media plans for RA exhibitions and projects.
- Provide project and admin support to the Digital Team, including: organising meetings and room bookings, noting and circulating actions, setting up and managing departmental schedules - for digital content, social media and other projects - and managing the team budget tracker.

- Work with colleagues in the Marketing and Artistic Programmes teams to create exhibition-related web content, ensuring that all copy is written elegantly for the web and meets SEO and social media best practice, and produce pages for special offers and competitions.
- Assist the Senior Digital Producer and Social Media and Content Manager with equipment and setup on video shoots and other content production projects.
- Produce digital (web and social media) analytics reports on a weekly basis and upon request. Including managing the setup of tracking links and dealing with Google adwords management in conjunction with the Marketing Team.

PERSON SPECIFICATION

- Educated to degree-level or equivalent: quick-witted and intellectually curious
- Excellent communication skills: patience, tact, confident manner, good listener and quick-thinker
- Highly organised and tidy with a flexible approach to work and the ability to work to tight deadlines, while prioritising a varied workload
- Excellent command of English, written and oral communication skills
- Excellent computer literacy, with top-notch MS Office/Google Docs skills, and ideally experience working with Adobe Creative Cloud products (Photoshop etc)
- Methodical, with an excellent eye for detail - experience of proofreading
- Good interpersonal skills, good team-player: keen to work closely with colleagues; must be willing to make and accept suggestions for changing working practice
- Experience of using a content management system (CMS) to update a website and other digital products
- Understanding of and interest in digital and social media, ideally with some experience of managing social media in a professional environment
- Hard work ethic, conscientious with high standards of output
- An interest in the visual arts and the work of the Royal Academy of Arts.