

Content Producer

Job purpose	
A video and audio specialist role; the Content Producer leads the production of a pipeline of relevant, engaging and tailored multimedia content that is published across our web and social media channels. This content will help us increase our reach and impact and ultimately improve awareness, engagement, and satisfaction with the organisation's work amongst solicitors in England and Wales.	
Overview	Team and line management responsibility
Location - Hybrid working arrangement split between 113 Chancery Lane and home.	Department - Member Communications & Content Line management - N/A
Key accountabilities	
<ul style="list-style-type: none"> • Oversee the development of relevant and compelling video content that brings out strategic themes, member's stories and corporate objectives to life. • Lead the production of compelling video content related to core issues and themes for our premium member communities. Examples may include interviews with event speakers and with industry experts. You'll work on this with colleagues in the Member Engagement department, create (or commission) • Manage our new audio library, including potentially developing a new podcast series to drive engagement with relevant issues and themes, • Commission video content, where required, using freelancers, consultants, and agencies, ensuring clear briefs are created that outline expectations and that outputs are delivered on time to agreed budgets and standards. 	

- Strategically implement a storytelling approach to content where it is appropriate to do so. This includes conducting interviews and research to identify the key elements of the story and use that information to create high quality and punchy content.
- Publish approved content on our content management systems, ensuring effective outputs that meet agreed quality control standards.
- Advise and support our marketing/commercial teams, helping them expand the visibility and engagement with our external commercial products and services.
- Inform editorial decisions by developing your understanding of segmented audience requirements. This includes working with other departments and routinely conducting your own research.
- Use data, analytics, and other forms of research to monitor the performance of multimedia content and proactively identify new content opportunities. This includes exploring ways to repurpose existing content where appropriate.
- Collaborate with colleagues in other departments and members of our committees to identify priority issues and devise content solutions that are aligned with wider plans. This includes maximising the content opportunities that our conferences and events provide.
- Ensure all outputs consistently meet required standards and go through the correct processes. This includes driving content through the approval process and complying with brand and house style guidelines.
- Ensure all budget activity is appropriately tracked and that all purchase orders and invoices are effectively dealt with at month or year end.
- Assist the Content Manager and Digital Communications Lead as required, picking up ad hoc requests when needed.

Knowledge, skills, and experience

Essential

Desirable

<p>Professional experience -</p> <ul style="list-style-type: none"> • Advanced proficiency in producing high quality video and audio content for a large audience. • Expert-level knowledge in industry standards and best practices • Demonstrable experience of delivering engaging video content that are tailored to specific audiences. • Expert-level knowledge in video and audio editing software such as Premiere Pro (or similar). • Excellent understanding of latest trends and best practice in creating engaging visual/audio content across web and social channels. • Effective planning, analytical and organisational skills, including the ability to manage competing priorities. • Outstanding editing and proof-reading skills. • Solid written and verbal communication skills. <p>Personal skills and qualities</p> <ul style="list-style-type: none"> • Strong emotional intelligence and interpersonal skills, with the ability to quickly form positive relationships with colleagues. • Self-motivated, flexible, proactive and positive attitude. 	<ul style="list-style-type: none"> • Experience leading on the creation and on-going delivery of a podcast series. • Experience leading on a video-focused campaign for a large audience. • Knowledge of content marketing best practice. • Experience of adding work to content management systems. • Membership of professional bodies, such as Chartered Institute of Public Relations or Chartered Institute of Marketing.
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| <ul style="list-style-type: none">• Ability to respond well to change and adapt to changing circumstances.• Ability to quickly understand complex or technical issues and translate that into engaging and easy to understand communications. | |
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