



Digital Content Producer

Role Description



Digital Content Producer

Fixed-term Freelance Contract, 10 hours per week

Introduction

Following receipt of new support from Creative Scotland via the Recovery Fund programme, Scottish Ensemble – Glasgow’s pioneering string ensemble – is excited to be seeking a freelance Digital Content Producer to support the continued delivery of an ambitious hybrid programme. This role, which has an initial contract term of 12 months, will support the planning, creation and dissemination of a series of new digital products, as well as supporting the digital elements of a new performance series aimed at reaching diverse audiences in Glasgow.

The Digital Content Producer will be responsible for collaborating with the wider Scottish Ensemble team (particularly our Producer and Marketing & Communications team members), as well as external contractors (eg. filmmakers and recording engineers) to develop quality content that speaks to diverse audiences and increases the reach and accessibility of Scottish Ensemble’s brand and performances.

The role would suit someone with a portfolio of freelance contracts; we are advertising for a 10-hour per week structure but there is flexibility to plan this in different ways depending on project timelines and the successful candidate’s preferences.

We have already established an outline for a series of digital products – ranging from full-length, audio-visual captures of live performances; to music videos and promotional videos; to podcasts and artist-generated content. We are now looking for someone to take initial concepts through to delivery, and to work with us to maximise their quality and impact. Knowledge of filming and recording techniques will be beneficial, as you will be working closely with filmmakers to plan shoots, as will contacts in digital music streaming and/or dissemination (e.g. broadcasters / TV production / digital streaming services / social media music influencers) as you will support SE’s team to identify partnerships and platforms through which to share this content more widely.

We are looking for someone who has an incredibly high attention to detail and who has a friendly, collaborative style. You will understand the pressures artists face when recording, and will have a good understanding of what would make our digital content stand out in the online music marketplace.

If you are excited by this opportunity, we look forward to hearing from you.

If you would like an informal chat with our CEO, Jenny Jamison, about the role please email her on jenny.jamison@scottishensemble.co.uk and we’ll be happy to arrange a call.

Scottish Ensemble Biography

Scottish Ensemble (SE) is the UK's leading string orchestra; a core of outstanding string players who perform together under Artistic Director Jonathan Morton. Based in Glasgow, Scotland, SE inspires audiences in the UK and beyond with vibrant performances which are powerful, challenging and rewarding experiences, crossing genres, styles, musical periods and artistic forms to offer fresh perspectives on classical music. This work takes place not only on stage but in a range of settings to ensure we reach a geographically and demographically diverse audience.

Alongside performances across Scotland, SE presents concerts across the UK, London and the globe. Recent invitations to tour abroad have resulted in engagements in Taiwan, China, Brazil, the USA 1 and across Europe, performing at prestigious venues from the Shanghai Concert Hall (China) and the John F. Kennedy Center for Performing Arts (USA) as well as festivals including the Edinburgh International, Edinburgh Fringe and Thuringia Bach Festivals.

In our performance tours, we regularly collaborate with high-profile guest artists, including trumpeter Alison Balsom, mezzo-soprano Karen Cargill, pianist Gabriela Montero and violinists Patricia Kopatchinskaja and Nicola Benedetti. SE is also becoming increasingly known for its collaborations with artists from other disciplines, from dance and theatre companies to visual artists. Starting in 2014, our series of annual cross-artform collaborations has so far included immersive projects with visual artist Toby Paterson; electronic-classical crossover composer Anna Meredith and visual artist Eleanor Meredith; contemporary large-scale music-dance pieces with Swedish contemporary dance company Andersson Dance; and provocative shows with Scottish theatre companies Vanishing Point and Untitled Projects exploring themes including medical science and grief.

Interdisciplinary collaboration extends to staged projects with collaborators from outside the musical sphere, with recent partners and guests including cancer charity Maggie's Centres, neuroscientist Dr. Guido Orgs, and social enterprise Social Bite, who have a mission to end homelessness.

This ethos of connecting music with everyday experiences and societal challenges is extended through SE's year-round programme of creative learning and community activities – delivered through city-wide Residencies in some Scottish regions and targeted partnerships in others. SE shares music with as broad a range of people as possible, focusing on those who are unlikely or unable to experience live music. Taking workshops and bespoke, locally-informed events across Scotland – delivered in partnership with local organisations including schools, hospitals, care homes, charities, museums, art hubs and more – SE creates new ways to share the positive benefits and sense of well-being that listening to and playing music can stimulate.

SE also offers vital practical experience and inspiration to the next generation of string players. An Ensemble Week and Young Artists Scheme, in collaboration with the Royal Conservatoire of Scotland, offer early opportunities to promising young strings students, whilst throughout the year SE works with primary and secondary schools on workshops that illuminate elements of the curriculum and introduce classical music through imaginative concepts.

Scottish Ensemble Mission

To create exhilarating musical experiences that forge new connections between people, places and ideas.

Scottish Ensemble Core Values

- 1) We believe that music is a highly flexible and collaborative art form that can and should make meaningful connections across repertoire, genre, form and discipline.
- 2) We want to create opportunities for musicians to explore and stretch their musicianship, creative and communicative skills, to ensure they are continually developing as artists and as ambassadors for music-making.
- 3) We believe that classical music can be as connected to current audiences, communities and artists as it is to its great, centuries-old traditions, but only when boundaries and conventions are reassessed.
- 4) We celebrate Scotland's diversity and create work to build strong connections across the length and breadth of the country, but also aspire to share our work with international audiences.
- 5) We are responsible global citizens who use resources in a socially and environmentally conscientious way.
- 6) We believe that technology can enable us to explore new artistic opportunities and to share our performances and creative learning work with as wide an audience as possible.

Key information

Contracted Role	Digital Content Producer
Hours	Freelance contract, 10 hours per week, with flexible conditions in terms of location and working pattern
Location	From Scottish Ensemble's offices, CCA, 350 Sauchiehall Street, Glasgow G2 3JD and/or from home as preferred <i>plus</i> on shoots/projects
Fee	£15,000 from 1 September 2022 – 31 August 2023 initially (approx. £1,250 per month for an average of 10 hours per week)
Contract purpose	To plan, deliver and support the dissemination of a digital programme during Scottish Ensemble's 2022-23 season, and to start the planning and development of a new performance series, to commence in 2023.
Key internal contacts	<ul style="list-style-type: none"> • CEO • General Manager • Artistic Director • Producer • Marketing & Communications Consultant • Marketing Assistant
Key external contacts	<ul style="list-style-type: none"> • Filmmakers • Sound designers / recording engineers • Web developers • Broadcasters

Financial dimensions	Responsibility for monitoring all related project expenditure, overseen by General Manager.
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Services to be provided

Key Result Areas	Key Tasks	% of time
Digital Content Production	<ul style="list-style-type: none"> • Building on an initial digital content plan submitted as part of our Recovery Grant application, developing the detail around each project's concept and scope • Further development of SE's digital visual language • With the CEO / Producer, engaging and contracting filmmakers / animators / digital artists to capture and create high quality content • Liaising with filmmakers and sound engineers to plan audio-visual captures of SE rehearsals / performances / special projects • Supervising shoots and coordinating recording / capture schedules with live performance schedules • On-the-road support including booking AV equipment, transport and additional tech crew • Liaison with music publishers and composer's estates to secure rights for music syncing • Communicating plans to SE musicians, and supporting them with any digital appearances / self-generated content 	60%
Digital Content Dissemination	<ul style="list-style-type: none"> • Supporting SE's Marketing team to identify distribution partners to maximise the reach of the new digital content • Developing models for the release and dissemination of content and negotiating with distributors to secure beneficial deals where relevant • Negotiating further distribution and dissemination rights with publishers 	20%
Development of new performance series	<ul style="list-style-type: none"> • Working closely with SE's CEO and Producer to support planning for a new performance series, aimed at under 40s audiences in Glasgow • The DCP will principally be responsible for planning digital captures related to this project, and working with the wider SE team on sharing this content 	10%

Administration and finance	<ul style="list-style-type: none"> • Creating Risk Assessments (with supervision from our General Manager) for all shoots • Keeping up to date project schedules • Monitoring all project expenditure against our Recovery Grant budget • Processing relevant invoices 	10%
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Person Specification

Essential knowledge, skills and experience	<ul style="list-style-type: none"> • Experience of developing digital content • Project management experience, ideally in a performing arts or digital production context • Understanding of digital music sector • Experience of managing budgets • Passion for music and for reaching new audiences
Desirable knowledge, skills and experience	<ul style="list-style-type: none"> • Technical AV knowledge (e.g. basics of sound engineering / videography / streaming) • Experience in developing digital dissemination strategies • Connections with broadcasting or TV production companies • Knowledge of Scottish venues and/or locations • Clean UK driving licence / ability to drive a transit van • Ability to read music
Desirable attributes	<ul style="list-style-type: none"> • First-class communication and interpersonal skills • Ability to quickly build positive and constructive relationships • Strong organisational, prioritisation and planning skills, with exceptional attention to detail • Strong negotiation skills

Special conditions	<ul style="list-style-type: none">• This is a freelance contract, not a contract of employment.• Candidates will be expected to comply with Scottish Ensemble's Health & Safety policies, and a number of other key company policies.• Candidates must be eligible to work in the UK• Desk space and a desktop computer can be made available in the Scottish Ensemble's offices at the CCA, 350 Sauchiehall Street, Glasgow, G2 3JD if required by the contracted party, but the contracted party is expected to provide their own laptop, mobile phone and any other necessary IT infrastructure required for working from home.
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While the above specification represents our ideal mix of skills and experience for the role, we welcome applications from those who meet a majority, but not all, of the skills/experience outlined. **We would also be open to applications from individual filmmakers or production companies who have relevant production/project management experience in addition to filmmaking skills.**

How to apply

To apply, send your CV, accompanied by a cover letter of no more than 2 pages (with the two files saved as one document please), outlining why you are interested in the contract and how your skills and experience would enable you to fulfill the services we are seeking, to the address below by 12 noon on Friday 29 July 2022.

As part of our commitment to a fair recruitment process we ask that you remove names of any educational establishments you attended from your CV and cover letter. All applications will be anonymised before shortlisting occurs.

If you prefer, you may send a video or audio recording in place of a cover letter – this should be no more than 6 minutes long.

Interviews will be held during the week beginning 1 August 2022.

Applications should be sent to: monica.gowans@scottishensemble.co.uk

We also request that you complete our Equal Opportunities Monitoring Form – all data is gathered anonymously. This data helps us to reflect on whether our recruitment processes are attracting and reaching a diverse range of candidates, and adapt our processes and language accordingly.

[This can be completed here.](#)