|  |  |
| --- | --- |
| **Job Title** | Digital Content Creator |
| **Reports to** | Communications Manager |

|  |
| --- |
| **Job Purpose** |
| Eton College is a school which puts good communication at the heart of operations. The school aims to provide an excellent service to its pupils, and also to a wider community of parents, Old Etonians and the general public, with technological innovations making it increasingly possible to share on-site events with a wide audience. The role of Digital Content Creator is to run the College broadcast operations including a studio, outdoor sports broadcasts and live-streamed events from College venues, while working alongside other departments with responsibilities including networking and data storage/processing. |

|  |
| --- |
| **Key Tasks and Responsibilities** |
| * The opportunity to work with an imaginative, creative team to craft a programme of digital content for one of the world's most famous schools * Collaboration with other professional creatives, including Eton College's filmmaker-in-residence * Live-editing of multi-camera studio productions * Management of a creative studio space * To operate and manage the school’s broadcast studio and associated equipment. * To manage all live-streamed events throughout the College and have management of all the equipment involved in this. * To liaise with the Heads of IT when new requirements are presented from stakeholders to ensure a joined up and fully supported approach to all communications and broadcasts. * To be responsible for maintaining and keeping up to date all the school’s equipment and managing the annual replacement schedule. * To be responsible for the storage, security, permissions and retention policies applying to all streamed content. To support and assist with student broadcasting.   Tasks with respect to studio operation   * Studio Operation * Manage the studio booking system, including liaising with all presenters and guests * Schedule online webinars * Operate the studio’s BlackMagic camera and Birddog PTZ cameras with IP controller * Ensure all equipment is in good working order * Prepare the studio for productions, including set and lighting * Prepare assets (e.g. title card graphics in Adobe Photoshop, captions in VMIX) * Operate the studio during pre-recorded and live events, including live multi-camera editing in VMIX * Use online streaming software, e.g. Teams or Zoom webinars, Room Recorder in Planet eStream * Post-production using Adobe Premiere Pro * Upload and catalogue content using Planet eStream * Distribute content using Planet eStream, Firefly and the external website’s CMS * Record and edit podcasts using Logic Pro X   Tasks in relation to Livestreaming events:   * Be responsible for all technical aspects of live-streaming events (e.g. School Hall, Farrer Theatre) and sports fixtures (e.g. cricket, rugby) * Liaise with IT Support to ensure back-end support for live streams using Planet eStream * When students are operating equipment, support them with appropriate training and/or supervision * Technical support (remotely, on location or in the studio), as well as setting up equipment if required   Development of Eton’s on-site AV facilities and services   * Ensure AV equipment is suitable for meeting the needs of the College * Establish and implement an AV strategy that can apply across the school to ensure quality, flexibility and standardisation without excessive costs. * Help Eton innovate and expand its provision for live-streaming * Liaise with external companies (e.g. manufacturers, suppliers) * Share in and contribute to Eton’s creative vision and ambition   Responsibility for technical support to student broadcast clubs   * To educate boys in the use of the school’s broadcast equipment * To assist with the development of broadcast formats and assist boys in realising them |
| **Internal Stakeholders** |
| This role will engage with a variety of internal stakeholders. The Digital Content Creator is expected to have the ability to work independently as well as collaboratively. Key internal stakeholders include, but are not limited to:   * The Communications Team * The Executive Leadership Team * The Masters-in-Charge of boys broadcast and the Press Office * The Co-curricular team and the Heads of co-curricular areas including sport, music and drama * The Heads of Information Technology |

**Skills and Competencies Required**

To be successful in this role, the incumbent should have:

* Level 4 or higher qualification in visual arts/media or related subject
* Experience with digital moving image cameras and studio lighting
* Experience editing with Adobe Premier Pro and Adobe Photoshop (or similar)
* Experience recording and editing audio in Logic Pro X (or similar)
* Experience of maintaining relevant equipment
* Experience of using digital distribution platforms
* Knowledge of Health and Safety legislation
* Knowledge of Microsoft Office applications
* Fantastic communication skills, confidence, creativity and energy
* A flexible approach, with the ability to work to tight deadlines and function well under pressure
* Excellent organisation and collaboration skills
* A supportive manner when training boys in the use of equipment
* The ability to think strategically and measure the effectiveness of strategies
* The ability to maintain a professional manner when representing Eton College internally (e.g. when working with students/staff) and externally (e.g. when working when external contractors/suppliers)

**Working Pattern**

* Fixed term contract from September 2021 to July 2022
* This role is term time plus three days at the start and end of each term, typically working 37.5 hours per week, over six days. Weekend and week day evenings will be required when there are events to be filmed or streamed. Time will be given in lieu for any hours or days worked over the contracted hours. (Further details about the proposed working pattern will discussed at interview stage.)
* On top of the above working weeks, you are entitled to 5.6 weeks paid holiday. You are required to take your annual leave during non-term periods, excluding the week before the start and after the end of each term. If a bank holiday falls during term time this is considered a normal working day, and you will receive a day’s holiday in lieu. The remainder of the school holiday constitutes unpaid holiday.