

# Sheffield Doc | Fest

## Digital Communications Producer

Contact:

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Sheffield Doc/Fest is an international film and arts festival and marketplace, with a mission to spark imaginations and empower our capacity for change by celebrating, championing and debating documentary film and art as a collective form of engagement.

Through supporting and sharing non-fiction storytelling, Doc/Fest aims to provide a creative space for discovery, challenge and collaboration. As an internationalist and inclusive festival, we embody a commitment to equality and access for all communities, bringing together established creatives, new voices and our host city to shape and question stories of the world we live in. We provide a space for artistic freedom and exchange, for exploration of the ways in which filmmakers, artists and the public may collectively create a fairer society.

We do this through the following programmes:

### **Artistic Programme**

**Films** – Competitions and retrospective programmes from around the globe, giving multiple views on our times and on contemporary film.

**Arts** – A series of platforms for digital artworks, installations and performances, playing with non-fiction boundaries and expanding them.

**Talks** – A chance to hear from the talents, filmmakers and artists in the programme.

### **Industry Programme**

**Market** - Marketplace and pitching opportunities.

**Sessions** – Panels and debates discussing challenges and opportunities in the industry.

**Talent** - Training initiatives and workshops.

**Networking** - Receptions and socials, for work, play and dance.

Sheffield Doc/Fest is run by International Documentary Festival Sheffield, an independent registered charity (no. 1184849), whose purpose is to advance the art of film, education and training in documentary filmmaking. Our core values as a charity centre around empathy, inclusiveness, social engagement, freedom and internationalism.

The 28th edition of Doc/Fest will take place starting 4 June 2021 - both here in Sheffield and online.

### Overview

Sheffield Doc/Fest is looking for an experienced digital communications professional to input in to, and lead on the delivery of, the digital communications and outreach strategy for our 2021 festival and associated activities. This role will lead on all online platform development and management, inputting editorially, and ensuring an effective user journey across our website and all social media channels for both public and industry audiences.

With experience in producing and delivering successful communications campaigns for comparable charities/events, a working knowledge of the industry internationally, and a passion for film and arts, this role provides an opportunity to use your compelling communications skills to build and deepen audience engagement locally and globally for documentary in Sheffield.

### Terms

**Role:** Digital Communications Producer

**Reports to:** Deputy Director

**Location:** Remote/home working for now, Sheffield closer to the festival

**Contract:** Freelance, worker contract

**Fee:** £8,800

**Tenure:** 11 January - 2 July 2021, worked flexibly/approximately as follows:

- 11 January - 12 February, 3 days a week
- 15 February - 7 May, 4 days a week
- 10 May - 18 June, 5 days a week plus weekends over the festival period
- 21 June - 2 July, 3 days a week

**Leave:** You will accrue 12.5 days

- Input into, and deliver our digital communications and outreach strategy and develop an effective social media strategy for Doc/Fest 2021;
- Actively engage with the organisation's vision and policies regarding diversity and inclusion, artistic ambition, participation and engagement, health and safety, evaluation and monitoring;
- Lead on all digital and online platform development and management, providing editorial oversight, ensuring an effective user journey across our website and all channels;
- Be the main point of contact for the new front-end website development to be delivered according to set timelines;
- Coordinate Doc/Fest's website, ensuring user navigation is clear and information is up to date across all pages;
- Lead on the production of all digital assets during the festival rebranding process, executing the brief as directed and signed off by the Deputy Director and Senior Management team;
- Act as a brand guardian for Doc/Fest, ensuring our organisation is represented by correct branding and logo on all digital platforms;
- Collate, produce and curate engaging digital content for our communications channels in accordance with content strategy;
- Activate existing festival partnerships and media partnerships on our digital platforms;
- Research and suggest new and effective communication tools;
- In collaboration with the Deputy Director work within the set communications budget, on time and on target, reporting on any overspend;
- Create cinema slides, liaise with an external production company to convert to DCP, and deliver to appropriate venues;
- Maintain and update the Doc/Fest's Wikipedia page;
- Oversee the regular email newsletter in line with the agreed communications timeline;
- Provide planning for and support at live and online events, including but not limited to securing stills & video, publishing updates and narrative during live events, securing assets where relevant, providing a report on the social / media reach of event;
- Maximise on-site festival live streaming opportunities;
- Lead on the festival videography and photography. Recruit, brief and task manage a team of photographers, videographers and editors to support on delivery of festival campaign activity;

- Coordinate the Communications team to regularly update festival social media and website and other member areas, including pre-scheduled social media communication for both pre festival, festival and post festival. (Facebook, Twitter, Instagram);
- Coordinate a team of digital communications volunteers during the Festival;
- Coordinate the documentation received from the photographers and videographers and upload and organise festival image and digital assets bank on festival's Google Drive;
- Work closely with and allocate tasks to the Communications Assistant, ensuring timelines are adhered to and deadline are met;
- Ensure you adhere to and actively participate in ensuring Doc/Fest delivers on the commitment to the environmental policy;
- Ensure all data stored is GDPR compliant;
- Monitor, analyse and report on our media and digital impact for Senior Management;
- Collate and analyse the data/stats from all digital marketing platforms, reporting back on the successes / lessons learnt in relation to digital communications campaigns;
- Write appropriate sections of Final Festival Report and Debrief;
- Write appropriate sections of funding applications and sponsor reporting;
- Any other reasonable tasks relevant to the role as requested by senior management.

- You have experience of producing successful communication campaigns including budgets, schedules and people;
- You have a strong passion for, and knowledge of, non-fiction film and arts;
- You have a sound knowledge of the market in which we operate, of film and arts festivals and markets nationally and internationally;
- You are a compelling communicator with excellent copywriting and proofing skills;
- You have strong creative judgement and a good eye for design and you are competent in the use of Adobe Creative Suite, video-editing software, and content management systems;
- You have an excellent track record of delivering innovative social media campaigns;
- Your passion for creating engaging storytelling will ensure our campaigns stand out amongst the crowd;
- You are an expert multi-tasker with a keen eye for detail, a pragmatic problem solver, able to prioritise tasks effectively, even when under pressure;
- You generate ideas and translate them into deliverable content;
- You have a track record of making effective editorial decisions;
- You meet deadlines and are able to plan content schedules in advance, both long and short-term.

We are inviting prospective applicants to apply for this role by submitting an up-to-date CV plus either a) a covering letter (no longer than 2 pages), or b) a video letter (up to 10 minutes in length), explaining what attracts you to the role and what you can bring.

Please address applications to: Melanie Iredale, Deputy Director, c/o Corrigan Lowe, Administrative & Executive Assistant: [recruitment@sheffdocfest.com](mailto:recruitment@sheffdocfest.com)

Please also direct any queries to Corrigan Lowe.

If you require further information (including requests for printed forms/access support), please contact us on +44 (0) 114 276 5141 or email [recruitment@sheffdocfest.com](mailto:recruitment@sheffdocfest.com)

We monitor the diversity of our workforce and for the purposes of reporting to our key funders we ask that you help us by completing the following [questionnaire](#) anonymously.

The deadline for applications is: 7 December 2020, midday GMT

Interview date: 16/17 December 2020

Induction date: 11 January 2021

Festival dates: Starts 4 June 2021

Our jobs are like our festival, open to all.

Sheffield Doc/Fest believes that documentaries, and those working in the arts and in media – including ourselves - have a part to play in creating a society which is proud of its diversity and its multi-cultural heritage.

Doc/Fest's programme-centred approach to inclusiveness puts diversity at the forefront of its activity. Through the documentaries we showcase and the talent we develop, we aim to celebrate diversity, promote equality and challenge discrimination.

Equally, we are committed to providing a welcoming, accessible, inclusive and positive experience for all festival attendees, team members and volunteers – regardless of age, disability, sex, gender, sexuality, marital/civil partnership status, pregnancy/maternity/paternity, race, religion/belief, or socio-economic background. We're proud to be a Disability Confident committed employer, supporting disabled people in the workplace. Sheffield Doc/Fest is BFI Diversity standards approved, an organisation that encourages equality of opportunity and addresses under-representation in the screen industries.

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