



## **CONTENT PRODUCER, EDUCATION AND ENGAGEMENT**

### **JOB DESCRIPTION**

**(FIXED-TERM CONTRACT: 12 months, with the possibility of extension)**

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Reports to: Head of Digital (Lead) and Director of Education

#### Role Summary

The Philharmonia is looking to develop its online learning profile and offer for young people, students and teachers, building on its significant reputation and existing catalogue in this field. As such, we are recruiting a new role to work across the Digital and Education teams to research, develop and produce content.

The role will work across three key areas:

1. **CONTENT PRODUCTION:** The Philharmonia Orchestra has recently entered into a pilot agreement with an Online Education partner in China, with a view to providing educational video content in the area of Orchestral Music. This will range from listening and instrument guides, to in-depth video content covering specific repertoire or historical periods. The project also calls for the production of written material to accompany the films we will produce. Content production will be the main focus of the role during the first 6 months as we aim to reinforce this new relationship and deliver the initial batch of content to our Chinese partners. It will continue to form a core part of the role should the partnership continue.
2. **RE-PACKAGING:** The Orchestra will own the raw footage from the new content produced for the Chinese market and plan to re-package this content for the UK education market.
3. **CONTENT DEVELOPMENT AND STRATEGY:** The Philharmonia Orchestra, as part of its wider commitment to use digital technology as an effective way of reaching children and young people, is looking to integrate digital content across more of its education and outreach programmes, with the potential to offer young people the opportunity to create their own content.

The Digital Engagement Producer will lead on the research, planning and delivery of the aforementioned content over the course of the next 12 months, working across the Digital and Education teams. This may involve working with and coordinating freelancers such as camera operators, sound engineers, editors and education content specialists contributing to the material.

## Background

Widely acclaimed for its pioneering approach to the role of an orchestra in the 21st century, the Philharmonia Orchestra leads the field in the quality of its playing and in its innovative work with residencies, music education, audience development and the use of new technology to reach a global audience. Its relationships with the world's most sought-after artists, most importantly its Principal Conductor and Artistic Advisor Esa-Pekka Salonen, place the Philharmonia at the heart of British musical life.

The Philharmonia Orchestra's in-house Digital team has been creating cutting-edge, award-winning work for more than a decade, from its web, video and audio content to iPad app The Orchestra, through to large-scale digital installations RE-RITE, Universe of Sound and MusicLab, which have toured the world. The Orchestra moved into Virtual Reality in early 2015, and has created three VR experiences to date, which have toured internationally.

Since 2007 the Philharmonia Orchestra has been producing high-quality video content, with the aim of introducing audiences to the people behind the music, and contributing to a truly multi-dimensional concert experience. Our YouTube channel currently counts over 67,000 subscribers and has accumulated over 18 million views, a significant number of which are attributable to our popular instrument videos.

The Philharmonia's Education and Outreach programme strengthens and supports the Orchestra's presence in London and UK residencies, adding another dimension to the Orchestra's work, and reflecting the Orchestra's artistic integrity, identity and quality. Through high quality, relevant and compelling programmes, we endeavour to inspire, excite, empower and engage a broad range of participants via an imaginative portfolio of participatory and educational projects, rooted in and reflecting the diversity of our residency communities.

The Department's work falls into four distinct strands – Schools and Young People, Communities and Family, Insights, and the Emerging Artists Programme, reaching tens of thousands of people every year. Partnership working is embedded within our practice, and as committed collaborators we design our projects with a wide range of organisations and stakeholders including Southbank Centre, our UK-wide residency venues, Music Education Hubs, schools, universities, conservatoires, other arts organisations, community groups and local authorities.

The Digital Engagement Producer will aim to expand our online educational offering, notably our film content, by leveraging and repurposing existing assets as well as by developing new strands and ideas to help further grow this area of work as the Orchestra heads into an exciting new chapter.

## **ROLE AND RESPONSIBILITIES:**

- Produce and coordinate delivery of all content (written / filmed / other) within agreed deadlines as part of the Chinese partnership for the Philharmonia Orchestra, working with internal and freelance staff.
- Take part in all stages of production including budgeting, pre-production, production and post-production.
- Work as the project lead on the Chinese partnership for the Digital Department and Education Departments.
- Administer and monitor budgets for the Chinese partnership under the guidance of the Head of Digital and the Director of Education.
- Research and produce online learning resources to complement the films, either to be created in-house or through freelance education specialists, working closely with the Director of Education.
- Manage and work in closely with freelance crew as well as crew seconded from our partners in China, to realise the Chinese partnership project within allocated budget.
- Book and coordinate production crew, including freelance camera operators and sound engineers, for the project.
- Create detailed production schedules for each film shoot and delivery of content to our Chinese partners, in liaison with relevant freelance staff.
- Manage pre-production work and logistics for shoots, including duties such as:
  - Research potential locations and negotiate fees where relevant;
  - Secure filming permits where necessary.
  - Make travel and hotel arrangements as necessary;
  - Undertake talent, musician and artist liaison as required;
  - Compile and update personnel lists, equipment lists and other databases;
  - Co-ordinate shoots as required on location.
- Research and assist in developing curriculum plans and resources for the new film footage for the UK education market.
- Work closely with the Head of Digital and Director of Education to map out ways in which digital technology can better be integrated across the Philharmonia's education and outreach projects.
- Undertake such other duties as may reasonably be required by the Company.

## PERSON SPECIFICATION

### Essential:

- A proven track record of delivering projects to the highest level of artistic and production value.
- At least 2 years' experience within a video production environment, preferably within the arts – music, festivals, dance, theatre etc.
- Hands-on experience in producing high-quality video content, ideally with a focus on educational films.
- Awareness of the arts curriculum, particularly music.
- Familiarity with various filming techniques, cameras and post production tools with demonstrable experience in hands on-shooting.
- Proficient with Adobe CC with an emphasis on Premiere.
- Experience in managing freelancers and /or internal team in delivering video content.
- Experience within a commercial capacity and understanding of how to manage clients and their expectations.
- Knowledge of the legal aspects of video production, including copyright, release forms requirements, etc.
- Excellent organisational and administrative skills, and the ability to prioritise and to cope with a busy and demanding workload.
- A high level of literacy and numeracy, and familiarity with Microsoft Office software packages.
- Excellent verbal and written communication skills.
- Ability to work well with colleagues and to be a good team player.
- Willingness to work unsocial hours when necessary, including evenings and weekends.
- Willingness to travel within the UK, and potentially overseas, as required.
- Ability to remain calm, professional and positive when working under pressure.

### Desirable:

- Ability to read music.
- Experience of working with young people and community groups.
- Treatment development and scriptwriting/storyboarding skills.
- Experience in multiple production disciplines, including audio, video and lighting and rigging.
- Working on outdoor or site-specific shoots.
- Mandarin speaker.
- Experience in international shoots, including production logistics.
- Passion for arts and culture; an interest in orchestral music.

## **ADDITIONAL INFORMATION**

- Salary: in range £25,000 - £28,000 per annum, depending on experience; more may be available for an exceptional candidate.
- Contract: 12 months fixed term with the possibility of extension.
- Hours: 9.30 – 17.30, Monday – Friday (35 hours per week); evening and weekend work will be required (for which time off in lieu will be available).
- Annual Leave: 33 days per annum, inclusive of public and Bank holidays.
- Pension: the Company has a pension scheme into which you will automatically be enrolled (subject to the provisions of auto-enrolment legislation) upon completion of a 3-month qualifying period, and into which the Company will pay 6% of salary.

## **APPLICATION PROCEDURE**

To apply, please email your CV and covering letter to Tom Gillet: [tom.gillet@philharmonia.co.uk](mailto:tom.gillet@philharmonia.co.uk)

Please also complete our Equality and Diversity questionnaire and return it with your application: The questionnaire can be found on our website: <https://www.philharmonia.co.uk/vacancies>

Please include details of two referees in your application, stating at what point in the recruitment process each of them may be contacted (we will not contact your referees without your permission).

Deadline for applications: **17.00 on Monday 10<sup>th</sup> December.**

First interviews will be held on Wednesday 12<sup>th</sup> December at the Philharmonia office, 6 Chancel Street, London SE1 0UX; second interviews will be held the following week.

*If you have not heard from us by close of business on Tuesday 11 December, unfortunately your application has not been successful.*

*Candidates are required to have the right to work in the UK.*

