BRITISH ACADEMY
OF FILM AND TELEVISION ARTS

# Job Description

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| **Job Title:** | **Head of Digital Content** |
| **Reports to:** | **Executive Director of PR & Comms** |
| **Job Location:** | London (40% remote) |
| **Start Date:** | **TBC** |
| **Salary** | £45,000 + benefits |
| **Contract Type:** | **Permanent full time** |

**Please note – interviews will take place the week commencing 20th June in London**

**Job purpose**

**Role:**

- We are looking for a senior and creative digital leader to help shape and deliver BAFTA's ambitious digital content strategy and lead the digital content team to grow audience reach and engagement across BAFTA's social platforms (on YouTube, Facebook, Instagram, Twitter, TikTok, Twitch and LinkedIn).
- You will be responsible for developing the global BAFTA brand across all digital and social touchpoints and you will lead the strategy for making and publishing content for BAFTA's range of audiences (public, members and industry) on social.
- You will be passionate about ensuring every creative idea and individual post supports BAFTA's ambitions and aims as an arts charity, as well as reaching and engaging the biggest, most relevant audience possible.
- You will lead on the strategic and creative digital content campaigns for all of BAFTA's high-profile Awards (Film, Games, Television) as well as lead on the delivery of BAFTA's evolving 365 digital-first content strategy.
- You will understand that effective digital content and engaging different audiences with relevant content year-round is vital in telling BAFTA's story and for increasing revenue back to the charity through monetization of YouTube and Facebook videos.
- Reporting to the Executive Director of Communications & PR, you will be part of the team responsible for all external and internal communications, including membership and newsletter comms, and as a skilled and effective communicator, you will have the expertise to bring BAFTA's vision and purpose to life on social media and in digital content.
- You will line manage a small digital content team and freelancers, and oversee all social media accounts and activity across all BAFTA branches (including Cymru, Scotland and North America).
- You will be knowledgeable about Paid Social and oversee the strategy to optimize spend and increase monetization, working closely with the Digital Marketing Manager, and you will collaborate with the Marketing Manager and Marketing Executive on influencer activity.
- This is a pivotal and senior role within BAFTA and you will collaborate closely with other senior stakeholders at BAFTA across all departments including Partnerships & Fundraising, Awards and Content and Learning, Inclusion and Talent.



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**Key responsibilities & accountabilities**

- Lead on digital strategy, planning and creative delivery of platform-specific digital content campaigns for high-profile BAFTA Awards and other live events
- Develop and execute 365 digital content strategy, engaging target audiences with BAFTA activity and messaging year-round across different platforms
- Translate corporate communications into engaging cross-platform digital content
- Establish and refine measurement to achieve strategic objectives and set future KPIs
- Work with and support partners and sponsors to add value and extend relationships into digital, ensuring content and digital activations are innovative and brand aligned
- Have oversight of all BAFTA social media accounts and digital content across all branches (Scotland, Cyrmu, North America), guiding others on social best practise, brand and tone of voice
- Lead on editorial positioning, planning and publishing to reach desired audiences with key messages
- Plan and manage resource, logistics and budget
- Line-manage and develop digital content team
- Build relationships with key personnel at all social platforms
- Innovate and encourage best practice across all social and explore new opportunities
- Lead performance reviews of all digital activity and campaigns
- Work with Digital Marketing Manager to set campaign objectives and budget for Paid Social and optimize campaigns
- Promote a test and learn approach to drive effectiveness across all channels, be reactive to deliver results and embed culture of continuous review and optimization
- Use your extensive knowledge of digital and platform innovation to embed a culture of experimentation
- Recruit and manage freelancers and agencies where applicable
- Report on performance against objectives to key stakeholders
- Work with high profile talent to amplify brand and content
- Be aware of risks, trends and opportunities and collaborate with PR team on any reputational issues

**To be successful you should have:**

- Sound editorial judgement
- In depth knowledge of organic social and paid social across all platforms
- Extensive experience of delivering creative and engaging digital content to different audiences on different platforms
- Hands on experience running and growing social media accounts
- Experience managing teams and running social for live events
- Experience of budget management
- Ability to work out of hours in a fast paced, live environment
- Interest in influencer marketing
- Ability to create and articulate a measurable digital content strategy and set KPI's

**Ideally you should be:**

- Passionate about Film, Games and Television
- Passionate about best in class digital / social content
- An inspirational leader
- A strategic influencer
- Able to connect and collaborate at all levels
- A creative thinker

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**Other desirable skills:**

- Knowledge of Adobe Creative Suite, including Photoshop and Premiere Pro & mailchimp
- Knowledge of CMS and website management
- Knowledge of SEO and web traffic metrics

## ABOUT BAFTA

**BAFTA** is a leading global charitable institution focused on championing creativity, opportunity and social change for all through the transformative power of film, games and television.

**BAFTA's Vision:**

*We inspire new and unheard voices to become the future of the Film, Games and Television industries, we support talented people from all backgrounds to help them achieve their potential, we advocate progressive industry and cultural change, and we amplify and celebrate excellence across the screen industries*

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**BAFTA's aims**: to champion the art and the craft, champion talent and champion the industry environment by:

- identifying and celebrating industry practice deemed exceptional by peer review, thereby elevating the art and craft of film, games and TV;
- providing talent with recognition, inspiration, access and long term support, in particular those under-represented and underprivileged in society;
- enabling a positive and inclusive environment, for an accessible, sustainable and connected industry.

## DIVERSITY MONITORING

Our aim is for our staff to be a diverse mix of talented people who want to come and do their best work. BAFTA is committed to increasing diversity, and maintaining an inclusive workplace culture. We welcome applications, from all qualified candidates regardless of their ethnicity, race, gender, religious beliefs, sexual orientation, age, marital status or whether or not they have a disability.

## APPLICATION PROCEDURE

Please apply **here** and include a cover letter which in no more than 500 words explains why you think you are suitable for this position, what skills you have to be successful in this role and, in particular, should include your thoughts on how BAFTA can connect with different audiences on social media.

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