

# DIGITAL CONTENT MANAGER



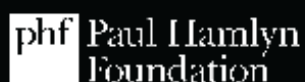
**CLOSING DATE:**  
**27 September 2024**



**FIND OUT MORE: [BRADFORDLITFEST.CO.UK](https://bradfordlitfest.co.uk)**  
**EMAIL: [JOBS@BRADFORDLITFEST.CO.UK](mailto:jobs@bradfordlitfest.co.uk)**



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**JOB TITLE: DIGITAL CONTENT MANAGER**

**DEPARTMENT: MARKETING**

**REPORTING TO: MARKETING MANAGER**

**MAIN PURPOSE:**

To manage and enhance the digital outputs of BLF including the weekly podcast, and event recordings - both full-length and highlights. Build on the success of the social media channels to grow the support and engagement with the festival and content. Working hands-on with the brand elements and graphics of one of the largest literature festivals in the UK with a global audience.

**“ We do somethings because they are popular, we do other things because they are important.**

**Syima Aslam, CEO & Artistic Director**

**”**

Bradford Literature Festival (BLF) is an annual festival and year-round cultural outreach programme that hosts local, national and international authors, poets, speakers, musicians and artists from Bradford, the UK and around the world. BLF is in the top three largest literature festivals in the UK and is the most diverse literature festival in Europe.

The Festival programme runs for 10 days in June and July each year, with a programme of over 650 events ranging from faith, mysticism and philosophy, comics and contemporary culture to poetry and politics.

BLF has grown rapidly in size and popularity, engaging over 708,000 audiences including 269,000 children and young people since its inception. In 2024 alone, BLF's signature mix of topic-led events including author talks, world-class poetry, live music, film, theatre and more, attracted over 155,000 audiences – with a third of these engaged via our Children & Young People's (CYP) Programme.





## MAIN DUTIES & RESPONSIBILITIES

**Working with the support of the Marketing Manager to bring the BLF strategic vision and values to life by:**

- Create awareness and engagement with the festival through storytelling and integrated marketing communication activities via a variety of earned and owned media (BLF site, social channels, video, audio, and partnerships).
- Develop and execute a comprehensive digital content strategy to drive growth and genuine engagement across digital channels with local, district-wide, regional, national, and international audiences.
- Maintain a strategic vision to elevate the festival's profile as one of the largest literature festivals in the UK.
- Develop a strong understanding of key audiences and how the festival meets their needs, to deliver a socio-economically and geographically diverse audience to all BLF-related content and events – including the Bradford Literature Festival, Education Programme and Creative Economic Conference.
- Oversee the digital content budget and tracking spend to ensure maximum efficiency.
- Work closely with artists, major funders and sponsors to deliver appropriate messaging, maximise digital branding opportunities and brand reach, whilst maintaining contractual and GDPR compliance.







## MAIN DUTIES & RESPONSIBILITIES

### Social Media Management

- Oversee and manage all social media platforms, ensuring consistent and engaging content.
- Manage community engagement, respond to inquiries and foster a vibrant online presence.

### Watch & Listen

- Oversee all filming and photography during the festival, working with external suppliers to produce polished, high-quality content.
- Coordinate the production and promotion of the festival podcast, maintaining high-quality output, including editing and producing slick, professional highlights and full-length videos.

### Brand & Graphics

- Collaborate closely with the Marketing Manager to ensure a consistent brand presence across all graphics, advertising, and marketing outputs.
- Create templates and completed graphics for a range of company-wide needs, updating the brand guidelines to reflect the BLF brand as it develops.

### Evaluation & Reporting

- Track and report on all pre-agreed interactions and success measures to supply accurate and reliable statistics.
- Provide support to the Senior Management Team in developing funding proposals and board documents.







## PERSON SPECIFICATION

- A minimum 3-years proven track record in digital content, with at least one year in management, ideally (but not essential) at a festival/arts/media/cultural organisation.
- Experience of effectively managing and prioritising multiple strands of work simultaneously.
- A passion for social media and content, with a finger on the pulse of where the industry is heading.
- Excellent verbal and written skills.
- Excellent video and audio editing and graphics skills, with a working knowledge of Microsoft Office, Adobe Suite and social platforms.

## IDEALLY, YOU WILL ALSO HAVE

- Knowledge of the arts and culture sector.
- Proven experience of building loyal engaged audiences.
- Capable of working in a small, close-knit team.
- Ability to work flexibly when required, particularly during the core festival period.
- Experience managing time, budgets and multiple projects.
- Experience managing relationships with external bodies, agencies, suppliers and partners.
- Hold an appropriate related qualification (preferably to degree or diploma level, plus English GCSE (or equivalent))

## PERSONAL ATTRIBUTES

- Demonstrate sensitivity and possess the ability to manage a range of stakeholders.
- Comfortable effectively managing and prioritising multiple tasks simultaneously while under pressure.
- Team player.
- Confident independent worker.
- Adaptable problem-solver.
- Ability to work under pressure and deliver to tight deadlines.
- An advocate for children and young people, and an understanding of the complex needs and difficulties of engaging young people.
- Passionate about the transformational power of the arts.





## WE EXPECT ALL STAFF TO

- Develop an understanding of Bradford Literature Festival, its values and the benefits it brings to the Bradford District.
- Create a positive working environment, underpinned by the organisation's values.
- Act as a representative for BLF.
- Drive change within our sector by promoting inclusivity and equity through both our actions and our words.
- Foster a workplace culture that acknowledges and commends diversity and sustainability.
- Have a positive and enthusiastic attitude, while also possessing keen attention to detail and a strong dedication to both excellence and innovation.
- Be committed to promoting representation and inclusivity at all levels of the organisation, while demonstrating a proven ability to collaborate effectively with individuals from a wide range of backgrounds.
- Undertake relevant training and development as required.
- Be open to the opportunities to mentor, train and develop colleagues.
- Carry out any other tasks that will be required on an ad hoc or continuing basis, commensurate with the general level of responsibility of the post.





## OUR VISION

Our vision is to create a fairer society through access to high quality arts and literature for all.

## WORKING TERMS

**Hours:** 40 hours a week including a 30 minute paid break. These can be worked flexibly, but the role is entirely office based.

**Salary:** £28,000+

**Annual Leave:** 25 days plus bank holidays

**Pension contribution:** 3%

During peak times of the year, start and finish times will be variable and will depend on the requirements of the festival. During the upload and festival period you will be expected to work evenings and weekends as required.

**TO APPLY PLEASE SEND YOUR CV  
WITH A COVERING LETTER TO:**

[jobs@bradfordlitfest.co.uk](mailto:jobs@bradfordlitfest.co.uk)

**CLOSING DATE**

Friday 27 September 2024

