

Role Profile

Job Title: Lead Creative - Digital Original Content
Department: Development & Creative
Reporting To: Director of Digital, Social & Communications

Scope of Role:

The Development & Creative team, promote and sustain creativity across the company with a priority on Comedy, Character, Story and Craft. This is an exciting time to join the team in developing Aardman intellectual property and other content with new or existing characters to ensure a flow of inspirational, high-quality content for the studio production and digital slate.

As Lead Creative - Digital Original Content you will implement the development and production of Aardman's digital-first original content slate, both to support and extend existing characters and IP and to develop new IP that aligns with Aardman's overall Creative Strategy.

Working within the strategic direction set by the Digital and Creative leadership teams and with creative accountability to relevant Creative Development Executives and Brand Leads, this role champions and oversees the development and delivery of original digital series for YouTube, TikTok, audio and emerging social video ecosystems, whilst building a pipeline incorporating both live action and animation techniques that incubate new ideas, characters and formats.

Duties & Responsibilities:

- Deliver the original digital content strategy for the Director of Digital, Social & Communities managing the creation, development, and internal coordination of the content from end-to-end.
- Develop and produce pilot concepts, proof-of-concept shorts and experimental formats that test new characters, worlds and comedic ideas.
- Assist the strategic direction by generating engaging series ideas and shape new or existing IP for digital platforms in collaboration with the Development and Brands & Licensing teams.
- Provide clear briefs and feedback to ensure content meets Aardman's creative standards; storytelling, craft, humour and character-driven narrative incorporating brand values, and strategic goals.
- Collaborate with the Social Media team to create a supplementary offering to the social teams ongoing support for our brands on our social channels
- Deliver digital content to broadcast and legal standards, ensuring all deliverables, documentation, and localisable elements meet global QC requirements.
- Actively collaborate with internal talent across development, production and the Academy.
- Actively engage with R&D and new technology to explore content creation through repurposing existing archive, live action and animation techniques.
- Manage end-to-end production, including budgets, schedules, crews, talent, and all financial and delivery obligations.

- Ensure broadcast-quality output, including required legal documentation, localisable assets, and platform-ready go-to-market materials.
 - Work with Creative, Production, and Business Affairs teams to maintain quality, legal compliance, and brand integrity.
 - Monitor audience trends, social best practices, and emerging production techniques to drive innovation and strategic content performance. Using performance data and audience feedback to refine concepts and guide development decisions.
 - In partnership with the Director of Digital, Social & Communities, build and maintain a diverse network of freelance talent, crew, and content creators
 - Lead/prepare greenlight documentation, collaborate across departments, and uphold company policies (wellbeing, inclusion, H&S, GDPR).
 - Champion and uphold company policies relating to Mental Health, Environmental Responsibility, Dignity at Work, and Diversity & Inclusion.
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Person Specification:

- Proven experience delivering a digital series slate and leading teams, with strong end-to-end production knowledge across digital and broadcast standards
- A passion for social video and a regular consumer of YouTube video content as well as social media content
- A love of comedy and animation
- Strong industry relationships across broadcast, streaming, and publishing
- Strong leadership skills and the ability to scale growth
- Good knowledge of local freelance talent to be able to deliver high-quality productions
- Highly skilled in budgeting, scheduling, and managing multiple productions, pipelines, and teams
- Proven ability to direct live-action shoots and manage crews, communicating creative ideas clearly and effectively
- Excellent communication, negotiation, presentation, and stakeholder-management skills
- Strong understanding of established and emerging digital platforms, audience data, global QC requirements, and social media trends
- Ability to translate creative direction into actionable production plans and inspire teams with a collaborative, people-focused approach
- Strong vision for aligning creativity, audience insight, and brand values
- Good working knowledge of Adobe Creative Suite, especially Premiere, Photoshop, and After Effects
- An understanding of basic animation principles is desirable as is experience of working with editing, sound and music

**The role is required to work in house at our Gas Ferry Road / Aztec West studios
a minimum of 3 days a week.**