

Role Profile

Job Title	:	Digital Producer
Department	:	Brands & Licensing
Band	:	Business Dev 2

Role of the Department: Aardman's Brands and Licensing team commercially exploit Aardman's IP in a way that celebrates and respects our creative values whilst maximising revenues for the company. We nurture an understanding of global markets and develop strategies, opportunities, and partnerships to deliver our products and services. Furthermore, we build and understand our audiences, and connect them with our products and services.

Main Purpose of the job: The function of this job is to produce and publish content for some of Aardman's key character social media channels, YouTube channels and websites. It is a varied role reporting to the Director of Digital, Social & Communities and working closely with the Social Media, Digital Team and Marketing Team, which centres around nurturing our online communities, growing viewership and engagement/watch time and driving revenue. This is achieved by publishing existing content, producing original behind-the-scenes content, and working with the Senior Digital Producer to have digital content created, plus directly communicating with our fans.

Responsibilities will include publishing content to a variety of platforms; writing social focussed copy; creating video content; sourcing, creating and optimising imagery; analysing data points across all platforms to improve viewership and engagement; moderating community content; encouraging discussion and liaising with people within the company to ensure requirements across digital platforms are understood, communities are looked after and sites are kept up to date.

Role Responsibilities

- The main focus of the role will be to deliver engaging digital content that is industry leading, both by reversioning existing material and creating new original content.
- Maintain schedules for character brands and channels, ensuring content is prepared and scheduled on time.
- Work with the Senior Digital Producer to produce content for relevant channels – either by briefing in jobs for original content or self-shooting content with audio/visual equipment
- Where time allows, work with licensees and partners to create bespoke video content as required, as well as internal stakeholders.
- Ensure the ongoing optimisation of our posts, uploads and metadata to improve performance (according to platform KPIs) through interpretation of data.
- Prepare for and contribute to planning and strategy sessions for Aardman's brands.

- Liaise with the licensee and live events team on new product launches, events and attractions. Help to support partners with the creation of social and YouTube posts, stories and video assets to promote their products, events or attractions.
- Monitor comments on social media sites and non-Kids YouTube channels, encouraging discussion, responding to queries, forwarding on to relevant people and dealing with disputes where necessary.
- Maintain and increase/reduce channel and platform upload schedule according to analysis, business needs and business priorities in consultation with the Director of Digital, Social & Communities.
- Update Aardman's digital, social media channels and websites with interesting and relevant new content, news, promotions, competitions, pictures etc. coming up with new ideas, writing copy and sourcing assets as required.
- Monitor social media and YouTube for new trends and any interesting user generated content (UGC) that could be featured on Aardman's channels, as well as moderating UGC submitted to Aardman's websites & channels.
- Work with the team to research and test new types of content, platforms and technologies to ensure Aardman stays up to date and relevant to its audiences.
- Along with the Director of Digital, Social & Communities, liaise with Aardman's international agents, identifying and sharing suitable assets with international teams
- Ensure websites are up to date and fully functional at all times,
- Coordinate, manage, and track campaigns on our channels according to wider digital strategy. Contribute to or lead analysis presentations regarding new releases and campaign as appropriate to share with the wider B&L team where appropriate.
- For third party content, produce and / or contribute to quarterly snapshot reports, plus deeper dive reports at 6 months then annually, according to template within the Digital Team.
- Maintain and contribute to various internal trackers to help streamline requests. For instance, but not limited to; Digital Release Schedule, Team Responsibilities tracker, YT Moments Ideas, Team planner tool.
- Lead the creation of YouTube thumbnails in accordance with best practices for optimising for high performance.
- Pro-Actively make recommendations to the wider digital team on iterations to strategy based on providing relevant insights and analytics
- Be accommodating of occasionally needing to work outside of standard business hours to deliver content that resonates with our audiences in a timely manner.

Specific Contacts:

- Marketing and Sales/Distribution teams
 - Mastering
 - Production teams
 - Liaison with licensees, agents, and agencies.
 - Contact with public via email, website, YouTube and social networks
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Person Specification:

- 3+ years' experience in a similar role in a social media environment – ideally in animation, entertainment, or media.
- Experience of using a range of social media platforms for business purposes and awareness of the best practices when posting to these channels. In particular; Instagram, TikTok Facebook and X and YouTube.
- Strong social media copy-writing skills, with the ability to adapt your style to fit with the house tone of voice.
- Confident content creator who is familiar with the Adobe Creative Suite, in particular Premiere and Photoshop.
- Confident capturing audio visual content suitable for publishing on digital and social channels
- Passionate and enthusiastic about digital and social media and Aardman's characters.
- Good organisational, administrative and communication skills, with an excellent eye for detail.
- A good team player, with a flexible and proactive approach to work.
- Proficient in using Microsoft Word, Excel, and PowerPoint.
- An interest in tinkering with new types of content, platforms and technologies.
- An understanding of how to communicate with children online and an awareness of COPPA regulations is desirable.
- Experience of using CMS systems such as Drupal and WordPress are desirable.

Responsible to: Director of Digital, Social & Communities