

## Role Profile

<b>Job Title</b>	:	<b>Media Archive &amp; Asset Lead</b>
<b>Department</b>	:	<b>Digital Production Technology</b>
<b>Banding</b>	:	<b>3</b>

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### Function of Department:

The Digital Production Technology Department is responsible for specifying, supporting, and maintaining all creative technology across the whole of Aardman.

### Main purpose of the role:

The Media Archive & Asset Lead will be responsible for managing and organising Aardman's media archive & assets, ensuring they are available now and for the long term. This role will lead the appraisal, taxonomy, and setting of metadata standards across active and archive repositories. Partnering with Edit & Mastering, Production, Brands & Licensing, and wider studio teams to implement and run Asset Management systems that improve discoverability, compliance and long-term preservation.

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### Duties & Responsibilities:

- Roll out taxonomic restructure of active and archive repositories and spend time cleaning up and reorganising their considerable contents.
  - Implement digital archive appraisal and retention policies.
  - In conjunction with the wider technology teams, roll out and administer an AI-powered asset management solution, making the most of features like auto-tagging and smart search whilst ensuring accuracy of media and metadata.
  - Work closely with Technology teams, Mastering, Production, Brands & Licensing, and Business Affairs teams to ensure security and legal compliance is available for all assets.
  - Support multiple studio teams, from Production to Brands & Licensing, by being an accessible and knowledgeable resource for digital media discovery, workflow and management.
  - Support and train crew on effective asset management practices, conventions and context, enabling consistent and well documented studio-wide asset management workflows.
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### Person Specification:

#### Essential:

- 3 years+ experience in archiving and/or information & data management, with a specific focus on digital media or film assets.
- Excellent knowledge of taxonomies, metadata and file management best practices.
- Excellent knowledge of data archiving and back-up procedures.
- Confidence using Digital and/or Media Asset Management systems.
- Must be highly organised and detail-focused, collaborative and approachable.
- Ability to explain systems and processes clearly to both technical and creative people.
- Familiarity with film production, editing, and/or creative pipelines.

**Desirable:**

- A degree in computer science or equivalent relevant experience.
- Experience managing digital assets in a Media, Animation, CG/VFX, or Marketing environment.
- Experience rolling out a new MAM/DAM system.
- Interest in how AI tools can be used to support creative asset management workflows.
- Understanding of hybrid storage setups (servers, cloud, LTO, etc.).

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**Responsible to:** Digital Production Technology Manager