

BIRMINGHAM ROYAL BALLET

Role Description: Digital Content Manager – Maternity Cover 12 months

Department: Sales, Marketing and Audiences

Reporting Line: Creative Digital Producer

Salary expectations: £30k-35k Dependant on experience

The role of Digital Content Manager at Birmingham Royal Ballet is integral to supporting BRB's digital endeavours. Reporting to the Creative Content Producer, this position is responsible for facilitating the creation and delivery of digital content and standalone digital filmmaking, ensuring the effective distribution of BRB's digital film products to our global audience.

Key responsibilities encompass active participation in creative meetings and overseeing film planning and delivery, including the film editing process for the wider digital team. Tasks range from capturing in-studio footage to organizing broadcast and live streaming initiatives.

The Digital Content Manager is accountable for maintaining the online content library, including proper labelling, uploading new footage, and archiving content appropriately. They also work with the Creative Content Producer and the broader Sales, Marketing and Audience team to deliver exceptional content across all Birmingham Royal Ballet platforms and maintain a unified message and brand presence.

Key responsibilities:

- Create, curate, and manage engaging content for the company's website, social media, email newsletters, and other digital platforms.
- Manage all stages of film production including but not limited to:
 - Operating camera, lighting & sound equipment, liaising with artists, costume and crew, directing film shoots and managing equipment.
- Support the Creative Content Producer in delivering TV, VOD & Cinema broadcasts.
- Manage the capture and edit schedule of the Digital Content Executive and support their professional development.
- Coordinate with external partners, such as photographers, videographers, and production teams, to produce high-quality multimedia content.
- Manage content calendars and ensure deadlines are met for digital campaigns and projects.
- Maintain brand consistency across all digital content and ensure compliance with company guidelines.
- Support the delivery of BRB's innovative Virtual Stage and stay up-to-date with industry trends and emerging technologies to keep the company's digital presence innovative and competitive.

Experience and Skills:

Essential	Preferable
Editing Software Experience in Adobe Suite including Premiere Pro & Photoshop	Experience in livestreaming software such as OBS or Wirecast
Experience in operating cameras, directing and sound capture	Live video mixing and experience in using PTZ software and controllers
Experience in content archiving and managing content libraries	Experience in Photography
Experience in working to a digital capture brief and timelines.	Background or interest in the arts and/ or dance specifically
Experience working with freelance film crews	Experience with working with artists.
Ability to work effectively with a wide variety of teams and individuals	