



JOB DESCRIPTION

JOB TITLE: Digital Content Producer / Video Producer

DEPARTMENT: Royal Collection Trust

SECTION/BRANCH: Marketing

LOCATION: St. James's Palace, London

REPORTING TO: Digital Marketing Manager (content and campaigns)

Job Context

Royal Collection Trust is a department of the Royal Household and the only one that undertakes its activities without recourse to public funds. It incorporates a charity regulated by the Charity Commission and the Office of the Scottish Charity Regulator, The Royal Collection Trust, and its subsidiary trading company, Royal Collection Enterprises Limited.

Royal Collection Trust is charged with the care and preservation of the Royal Collection and its presentation to the public. The Royal Collection is one of the largest and most important art collections in the world. It comprises almost all aspects of the fine and decorative arts, runs to more than a million objects and is spread among some thirteen royal residences and former residences across the UK. At The Queen's Galleries in London and Edinburgh aspects of the Collection are displayed in a programme of temporary exhibitions. Many works from the Collection are on long-term loan to institutions throughout the UK, and short-term loans are regularly made to exhibitions around the world as part of a commitment to broaden public access and to show parts of the Collection in new contexts. The works of art in the Royal Collection are held by The King in trust for his successors and the nation.

Royal Collection Trust is responsible for the management and financial administration of the public opening of Buckingham Palace (including The Queen's Gallery, the Royal Mews and Clarence House), Windsor Castle and the Palace of Holyroodhouse (including The Queen's Gallery). The monies generated from admissions and from associated commercial activities are invested in the care and conservation of the Royal Collection and the promotion of access and enjoyment through exhibitions, publications, loans and educational activities.

Royal Collection Trust is looking to widen audience access through the provision of digital content, prioritising video as a mechanism for enhancing understanding of the collection, telling stories and sharing knowledge. As part of a wider digital strategy, content will help us expand our reach and to develop meaningful visitor relationships and interactions.



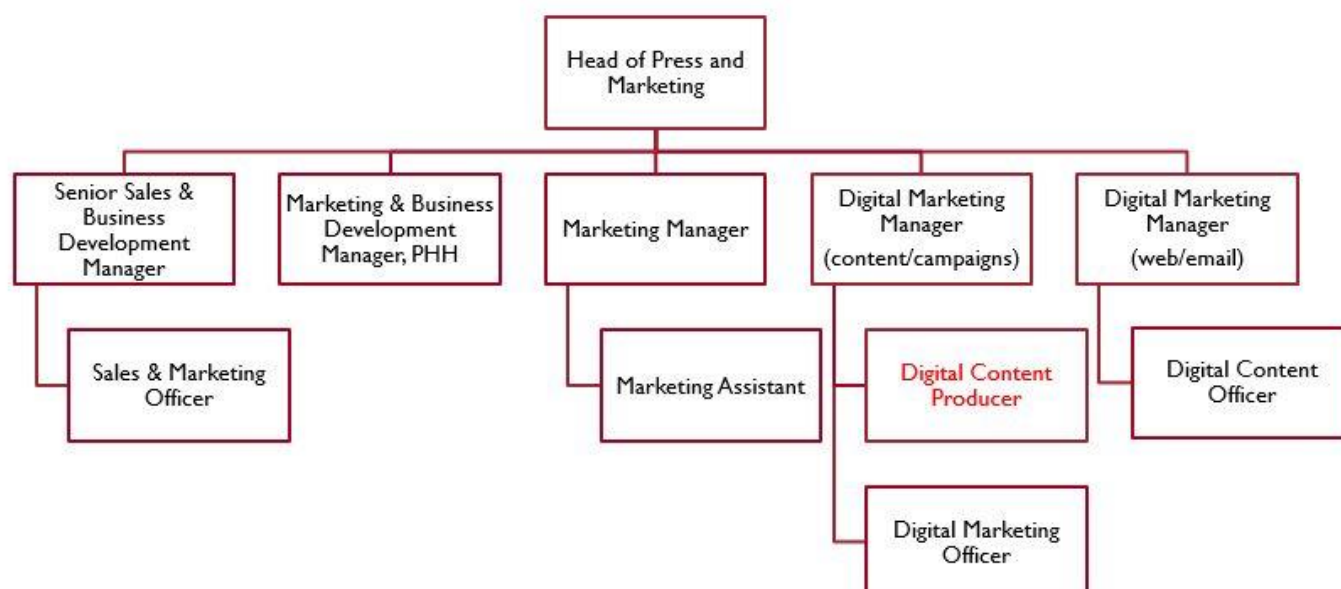
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Royal Collection Enterprises Ltd is a company registered in England and Wales (2778486). Registered office: York House, St James's Palace, London SW1A 1BQ

This document is not contractual and may be subject to change following consultation with the post-holder



Organisational Chart



Job Purpose

The post-holder is responsible for the creation of content (primarily video) to engage audiences, promote products and activities and enhance understanding of the of the works in the Royal Collection.

Principal Accountabilities

Content:

- Creating, producing, editing and commissioning short and longer-form video and audio (evergreen and project-based), infographics, 360 views and games content to engage target audiences for use across a variety of platforms including, social, web and email in line with the digital content strategy.
- Creative approach to content and delivery, delivering on budget and to agreed objectives, maintaining high quality standards and appropriate tone of voice
- Undertake logistical planning of film and photoshoots, managing in-house or external companies.
- Building briefs for agencies and freelancers
- Grow and manage the development of the RCT YouTube channel, ensuring regular content updates and delivering subscriber growth
- Identifying engaging stories which reflect the depth and breadth of the collection and correspond to audience needs
- Auditing existing video content, updating where needed to make best use of resources, archiving and deleting out of date content.
- Auditing and reporting on content performance against strategic goals, using analytics tools and sharing results with stakeholders



Strategic:

- Contribute to and support the targets outlined in the digital content strategy and the goals of the digital strategy, in particular assisting in the delivery of global reach and relationships targets
- Working with Digital Marketing Manager to develop YouTube strategy in line with digital content strategy and social media strategy targets.
- Ensure RCT digital output reflects the wide span of activities and projects, supporting our charitable aims and meeting accessibility best practice
- Keeping abreast of new developments in digital content, horizon scanning for new opportunities and awareness of opportunities for digital partnerships or collaborative activity
- Involvement in the assessment and review of the RCT digital asset management system to ensure new system conforms to requirements and offers opportunity for the utilisation and commercialisation of RCT video assets.

Relationships:

- Working with Marketing colleagues to produce content to promote RCT sites, the Collection and the exhibition programme
- Liaising with curatorial and conservation colleagues and other stakeholders to understand and develop content opportunities
- Regular liaison with colleagues in e-commerce to ensure synergies across content and the maintenance of high standards
- Working with wider Royal Household in particular Royal Communications to understand content opportunities and crossovers
- Upskilling and enabling staff where appropriate to create content
- Working with external partners to seek and create content opportunities where appropriate

General:

- To undertake ad hoc tasks in support of digital marketing projects and the digital strategy, under the direction of the Digital Marketing Managers and Head of Press and Marketing and to deputise as required.
- To take part in an out of hours duty rota in order to monitor social media and react to Business Continuity issues.

Job Dimensions

No line management responsibilities but responsible for content projects being delivered to agreed budget. Collaborating with colleagues across RCT.

Decision Making Responsibilities

The post-holder will be expected to make day-to-day decisions without referral, but will understand when to seek guidance.

Practical Requirements



The Royal Household

The post-holder is required to work 37.5 hours per week, but due to the nature of the position the post-holder must have a flexible approach to working hours and be available to occasionally work evenings and weekends, when required.

Whilst principally based at St James's Palace, the role can be flexible to allow some working from home in line with business need. The post-holder is also required to travel to other royal residences throughout the UK.

Person Specification

Essential

- Demonstrable experience of producing engaging video digital content specifically for social media channels with a creative approach to storytelling, and managing digital projects, preferably within the cultural sector
- Excellent IT skills including experience with editing software such as Adobe Creative Suite, Photoshop, Premiere Pro, iMovie and shooting with professional camera equipment
- Demonstrable attention to detail, high accuracy and presentation ability and strong communication and organisational skills
- Experience in dealing with multiple and varied stakeholders, both internal and external, and building effective working relationships.
- Experience of developing briefs and agency commissioning

Desirable

- Experience of working with Collection Management Systems (CMS), Digital Asset Management Systems (DAM) and website content management systems
- Experience of analytics to make data-driven decisions and reporting
- Budgetary experience
- Broad knowledge of the digital sphere and digital marketing