

# Digital Content Assistant

## Recruitment Pack & Job Description

ARTS  
PROFESSIONAL

# Questions, and answers.

ArtsProfessional produces and commissions independent, timely, informative and useful content for those with a professional interest in the arts to help you get the most out of your professional practice. We strive to create space for people from a wide range of backgrounds, experiences and perspectives to speak and be heard.

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# 1. Introduction

ArtsProfessional is the UK's leading online B2B magazine serving the arts and cultural sector.

With a popular website, a series of weekly e-bulletins and a growing social media presence, we serve Arts Professionals working in or with the arts sector, across all artforms. Our subscriber base is growing, and this year we are upgrading and modernising our publishing technology and branding.

Known for high-quality journalism and research-based coverage of issues facing the sector, we provide an independent voice on subjects ranging from arts funding, workforce diversity and cultural policy, to audience development, income generation and the value of creativity for our wellbeing and communities.

## About Arts Professional Media Ltd

For over 20 years, ArtsProfessional has served the arts and cultural sector. Since May 2013 it has been published online only, and the website at <https://www.artsprofessional.co.uk> has grown in popularity and profile, now reaching average monthly website visitors numbering around 60,000.

In 2021, Arts Professional Media Ltd became an independent company in the Baker Richards Employee Trustee group. The company has no private shareholders and employees are consulted on major decisions and policies. An elected employee representative sits on the board.

We are a small team with everyone contributing to various aspects of the company's work. Each individual is given both the responsibility and the opportunity to work autonomously in their day-to-day work.

As a small company working mainly in the not-for-profit sector, we provide a stimulating, flexible working environment and a friendly atmosphere. Most employees work from home, but there is access to an office in Orwell House in Cambridge, as well as weekly access to a co-working facility in Kings Cross, London.

## Our guiding editorial principles

**Integrity.** We're honest, serious-minded and strive for balance.

**Curiosity.** We ask questions, challenge and probe to get the facts.

**Independence.** We stand up for the values of truth and impartiality and aren't afraid to raise the issues that others can't – or don't.

**Topicality.** We're concerned with what's going on now across the arts, but we don't let fashion and trends side-track us.

**Collaboration.** We publish content from disciplines within and beyond the arts, and welcome contributions from outside the sector and beyond the UK, provided they are of interest to arts professionals.

Our editorial activity aims to inform arts professionals and keep them in the know. In particular:

- We cover news stories that are usually too specialist for the national press, but of importance to those working in the arts.
- We investigate what's going on in the sector, holding public bodies to account when necessary.
- We keep the sector up to date with changes in areas such as the law and technology, and policies that may affect them.

- We share good practice providing a platform for arts organisations and practitioners to share their experiences.
- We encourage our subscribers and wider readership to join in a conversation, sharing their opinions on matters of concern.
- And we provide a forum for people to comment on key issues or topical subjects.

## About You

You will be an intelligent, motivated self-starter with a high standard of written English, preferably with an interest in the arts and culture sectors, and a capacity and desire to learn about digital publishing.

This role could be a catalyst for many future possibilities in the arts, journalism, marketing, or publishing.

We do not expect you to have prior experience relating directly to our services, or knowledge of the markets in which we operate. Strong organisational skills, writing skills, presentation and interpersonal skills are essential, along with precise attention to detail.

## Our commitment to skills development

We welcome applications from anyone of any background who feels they meet the requirements of the role. We pride ourselves in being a forward-thinking, flexible company and so if you have any questions or concerns, don't hesitate to get in touch using the details at the end of this recruitment pack.

We recognise that this role will be particularly attractive to people in the early stages of their first career or those looking for a career change. The successful candidate will join us as we complete the migration to a new technology platform that will unlock many of our future ambitions.

Training and development will take place on the job (through knowledge sharing by team members and through projects), through online learning, and through other formal learning opportunities (e.g. in-person training where relevant).

It is important in your application to let us know where your individual strengths are, and where you need/want to develop so that we can work with you to create opportunities to grow and develop in the role.

## Apprenticeship

A number of potential apprenticeship routes have been identified that could be suitable for the successful candidate.

Apprenticeships are formal qualifications in which the appointee is released, usually for one day per week, to take part in tuition and learning provided by a distance learning (e.g. online) training provider.

If we mutually agree that an apprenticeship could be right for you, this opportunity would be provided at no cost or loss of salary.

We will discuss during the recruitment process whether an apprenticeship is the right development route for you.

We have identified a number of possible apprenticeships, including:

- Junior Content Producer
- Junior Journalist
- Digital Marketing Level 3

It is not compulsory for an appointed candidate to undertake an apprenticeship.

## 2. Job Description & Person Specification

**Main purpose:** To ensure subscribers and other readers have the best user experience on the ArtsProfessional platform. To support the editorial and business teams with digital content production, including written content and basic audio & video production.

### Web content production

- Assist with proofing and uploading of multimedia content from contributors, freelancers and editorial partners
- Enrich editorial content through sourcing images, and creating infographics, maps and charts
- Review content for on-site placement optimisation and search engine optimisation, making recommendations on refinements (using Google Analytics for which training will be provided)
- Source and write [Good Reads](#)
- Source and write up [Changing Faces](#)
- Assist with writing/editing of content as required by the business team

### E-mail newsletters

- Lead on the creation and distribution of e-mail newsletters for subscribers
- Lead on the creation, layout and sending of 'solus' e-mails for partners and advertisers

### Social media

- Assist with posting content to social media, optimising the presentation to maximise engagement

### Multimedia Content

- Assist with the cropping and editing of images
- Assist the business team with the creation of branded content (e.g. adverts, downloadable reports) using Canva, Affinity Designer etc. (Training provided)
- There may be opportunities to assist with video and audio production and publication (training will be provided)

### Production Administration

- Work with commissioned writers, the Business Manager, Editor, and the Sales & Partnerships Administrator to ensure

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that commissioned content is delivered in accordance with editorial deadlines.

### Group marketing

- From time to time, assist with web updates and email marketing newsletter production for our sister company, Baker Richards Consulting.

### Other duties

As a small team, we provide cover for each other during holidays and sickness, so alongside core responsibilities the Digital Content Assistant can expect occasionally to be involved in processing adverts, or responding to customer service queries from subscribers, and other reasonable requests as required.

## Person Specification

While learning opportunities will be provided, candidates invited to interview will have demonstrated the following essential skills, knowledge and experience:

- An enthusiasm for technology
- Very keen eye for detail and ability to meet tight deadlines
- A self-starter capable of working both independently and as a team player
- Excellent written English and verbal communication skills
- An interest in the cultural sector
- An eagerness to learn and the ability to exercise good judgement

One or more of the following would be advantageous, but we do not expect any candidate to have all of these skills:

- Experience of working with a digital content management system
- Experience of audio or video production

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- Experience of image editing
- Experience of graphic design

## Terms of Employment

**This role can be created as a full-time or part-time role.**

As an employer which supports flexible working we are open to considering proposals e.g. for compressed hours or part-time, subject to these being sufficiently flexible to meet the requirements of the job. If considering a part-time proposal, we expect that five half-days per week would be the minimum viable hours for the role.

**Duration:** Permanent

**Location:** Home-based, or office-based in Cambridge. If resident in the London area, weekly access to a co-working space can be provided.

**Reports to:** Business Manager, regularly working with the editorial team

**Salary:** £20,600pa basic (see bonus information below).

**Benefits:** Subject to overall group performance and an equality principle, a bonus is payable to all employees from their second year of employment.

A NEST auto-enrolment occupational pension scheme is provided.

Basic annual leave entitlement for a full-time employee is 28 days per year inclusive of public holidays (29 in 2022, due to the Jubilee bank holiday). A non-contractual closure period over Christmas and new year is customary, in addition to the basic allowance.

### Employee Ownership Trust

ArtsProfessional is part of an Employee Ownership Trust. This means the company is run for the benefit of its employees and there are no private shareholders.

From their second year of service staff become eligible to benefit from bonuses related to the company's performance. Employee Ownership Trust bonuses are governed by rules which ensure equality.

Staff have a shared responsibility to ensure the success of the company and are consulted on major decisions of company policy.

There is a six-month probationary period, with one month's notice of termination required from either party, rising to two months after one year.

## 3. How to apply

If you would like a confidential conversation about the role, please email [robin@artsprofessional.co.uk](mailto:robin@artsprofessional.co.uk) to arrange a time for a telephone/online conversation.

If you decide to apply, the process is outlined below.

Your application should include:

- A Covering Letter (maximum 2 pages, addressed to Robin Cantrill-Fenwick, Publisher) which explains how your competencies and experience fit the job description and person specification.
- A copy of your CV.
- A completed Applicant Details Form: this can be downloaded from the website of our sister company at <https://www.baker-richards.com/careers/>
- Although it is not a compulsory part of your application, we would be grateful if you would also return a completed Monitoring Form in order to help us monitor our recruitment practice: this can be downloaded from <https://www.baker-richards.com/careers/>. If you return the form with your

application, we guarantee that it will be removed before your application is considered and that the details will be stored anonymously and the form itself will be deleted.

- Please apply by email c/o [careers@baker-richards.com](mailto:careers@baker-richards.com) with the subject line “ArtsPro Digital Content Assistant”. Please ensure that your attachments are in MS Word or PDF format.
- The deadline for applications is 5pm on Monday 4 July. Initial interviews will take place online week commencing Monday 11 July.
- The information you provide is used to assess your suitability for employment and we may use the contact details you provide to us to get in touch with you to progress your application for employment.