

# The Alan Turing Institute

## Digital Content Producer

### THE ALAN TURING INSTITUTE

There has never been a more significant time to work in data science and AI. There is recognition of the importance of these technologies to our economic and social future: the so-called fourth industrial revolution. The technical challenge of keeping our data secure and private has grown in its urgency and importance. At the same time, voices from academia, industry, and government are coming together to debate how these technologies should be governed and managed.

The Alan Turing Institute, as the UK's national institute for data science and artificial intelligence, plays an important part in driving forward advances in these technologies in order to change the world for the better.

The Institute is named in honour of Alan Turing, whose pioneering work in theoretical and applied mathematics, engineering and computing is considered to have laid the foundations for modern-day data science and artificial intelligence. The Institute's goals are to undertake world-class research, apply its research to real-world problems, driving economic impact and societal good, lead the training of a new generation of scientists, and shape the public conversation around data and algorithms.

After launching in 2015 with government funding from EPSRC and five founding universities, the Institute has grown an extensive network of university partners from across the UK and launched a number of major partnerships with industry, public and third sector. Today it is home to more than 500 researchers, a rapidly growing team of in house research software engineers and data scientists and a business team.

### BACKGROUND

The Digital Content Producer will be a key role within the marketing team and wider Communications and Engagement Directorate, reporting to the Senior Marketing Manager. The producer will work across the entire Institute to enhance the quality of digital content produced, to amplify the Turing's research impact, and build relationships with our various audiences. This position will take ownership of the digital content function and lead on content creation for the brand and engagement activities like AI UK and The Turing Lectures.

### ROLE PURPOSE

The Digital Content Producer plays a key role in creating content that shares the Institute's story and vision, promoting the brand and makes impact across many different digital platforms. With significant experience in video and audio broadcast solutions, you will be responsible for conceptualising, filming, editing, and producing video and audio content on behalf of the Institute. This role will work across internal and external stakeholders including managing shoots both on and off site often to demanding schedules. You will lead on innovative content that motivates, inspires, informs and educates. You will be responsible for setting the quality standards for digital content, according to the Institute brand identity.

With an extensive background in broadcast production, you will play a key part in a variety of strategic outputs. You will be called on to deliver high-level technical tuition and consultation on the use and production of digital content. This will involve responsibility for oversight of tender processes in external consultation third parties, contractors or freelancers to ensure the Turing acquires optimal products and services when interacting with digital media and production.

The postholder will be an integral part of the Turing's commitment to leading the public conversation. The role holder will oversee various communication channels including the corporate YouTube channel, podcast networks, internal video platforms and delivery to external platforms on request. This includes not only the production and creation of content, but ensuring the success of external platforms. The role-holder is also responsible for creating in-house films for the internal network, such as 'how to' webinars and corporate films.

As Digital Content Producer you will be a specialist audio producer, audio engineer and sound designer, with high level of ability in photography, lighting, camera handling, and postproduction of digital images and graphic design.

# The Alan Turing Institute

You will be responsible for producing The Turing Podcast, a popular output designed for the public, as well as the data science and artificial intelligence community. This includes full production, managing the guest lists, show planning, recording, editing and uploading to streaming platforms. In conjunction with this, the role requires liaising with media teams to facilitate the Turing participating in interviews and ensuring broadcasts are of a consistently high broadcast standard.

It is imperative for the role holder to foster a spirit of innovation, by developing new skills and adopting new technologies on a frequent basis in order to provide cutting edge content to the organisation as well as ensuring their knowledge base is always prepared for consultation and management of projects that involve tech.

## DUTIES AND AREAS OF RESPONSIBILITY

- Managing and directing video shoots, livestreams of Turing talks, seminars and events onsite and offsite
- Provide expert consultation on the facilitation and strategic planning of broadcast production
- Lead full-service video production and delivery with oversight of planning and delivery of content
- Develop and oversee technical filming briefs to enable the Turing to engage with external agencies when additional support is required for large scale events, such as AI UK, The Turing Lectures etc.
- Consulting with academic speakers and corporate sponsors/partners about presentation formats, stage management, permissions, and any required editing after the event to enable films to go online
- Provide consultation on the use of a wide variety of software and media production techniques to enrich the abilities and skillsets of colleagues.
- Production of in-house films for use across the network, for example for induction materials, how-to guides to provide technical and non-technical tuition to staff of all levels and brand films about our activities
- Leading tender processes with responsibility and oversight of project with third parties, contractors or freelancers to ensure the Turing acquires optimal products and services when interacting with digital media and production
- Planning, recording and distributing The Turing Podcast – working in tandem with Senior Marketing Manager and colleagues across the Institute in order to meet strategic communications needs
- Production of Institute media, including video blogs, and ensuring these are delivered to a high standard and often on a short timeframe
- Running the corporate YouTube channel and staying abreast of industry and consumer developments which could affect our ability to use this channel
- Collaborating with the events and facilities team, providing guidance on how to deliver on filming needs for talks and events, with responsibility in managing related logistics
- Providing innovative and often novel technical solutions to institute needs that may require large amounts of self-guided learning on a short timeframe
- A comprehensive awareness of commercial or communications sensitivities within video content, to be flagged with the press/marketing team as needed
- Consistent self-guided learning to maintain technical knowledge to an industry standard
- Maintaining an archive of all video content accessible to the wider team
- Ensuring video content is subject to the appropriate permissions and licensing requirements, and keeping a full digital record of permissions and release forms
- Support the Internal Communication team with employee engagement activities such as Town halls, Catch ups.
- Creating and keeping up to date a manual on how to record and film in the Turing space, and responsibility for training other staff members in how to cover filming needs
- Produce graphic designs to support brand level campaigns for social media, newsletters or websites.
- Lead on creating public engagement content, building on previous campaigns like #TalkDataToMe
- Full compliance with GDPR and any legislative frameworks and governance issues related to digital and content.
- Some out of hours work where required (for events and editing)
- Some on call work where required (for tech issues out of hours)

# The Alan Turing Institute

Please note that job descriptions cannot be exhaustive, and the postholder may be required to undertake other duties, which are broadly in line with the above key responsibilities. This job description is written at a specific time and is subject to changes as the demands of the Institute and the role develop.

# The Alan Turing Institute

## PERSON SPECIFICATION

<b>Skills and Requirements</b>  Post holders will be expected to demonstrate the following:	<b>Essential (E)</b>  <b>Desirable (D)</b>	<b>Tested at application (a)</b>  <b>Tested at interview (i)</b>
<b>Education/Qualification</b>		
Educated to degree level in a relevant field or equivalent professional experience	E	A, I
<b>Knowledge and Experience</b>		
Previous experience in post-production video editing using Adobe Premiere and After Effects	E	A, I
Previous experience in audio production and sound design	E	A, I
High level skills in photography, lighting, and general professional camera handling	E	A
Considerable experience in developing video and digital media strategy	E	I
Expertise in livestreaming, live sound, camera handling and maintenance	E	A
Professional level photography skills, including post-processing of still imagery	E	A, I,
Broad knowledge of media law (particularly copyright), ethical considerations regarding video or audio recording of individuals and licensing content.	E	A
Deep and demonstrated knowledge of current social media trends and how to optimize video content and engagement online.	E	I
Dedication to innovation and improvement of skillset on a constant basis	E	I
Previous experience of Higher Education/Research Institution	E	A
<b>Communication</b>		
Excellent communication skills with the ability to adapt to different audiences, as appropriate	E	A,I
<b>Service Delivery</b>		
Proactive in identifying trends and recommending changes to improve service	E	A, I,
Ability to analyse stakeholder requirements and provide a high level of service	E	I
<b>Planning and Organising</b>		
Able to prioritise own workload effectively and working to deadlines	E	A, I
<b>Other Requirements</b>		
Commitment to EDI principles and to the Organisation values	E	I

# The Alan Turing Institute

## OUR VALUES

The Alan Turing Institute is committed to equality diversity and inclusion and to eliminating discrimination. All employees are expected to embrace, follow and promote our [EDI Principles](#) and Our Values.

### Our values

- Trust**  
We create an environment where we have trust and can be trusted
- Inclusivity**  
We expect our Turing community to contribute to a culture that is inclusive and free of barriers
- Respect**  
We all have different roles, priorities and challenges but our shared purpose is the same
- Leadership**  
Leadership is everyone's business; Turing leaders set the right tone and lead by example
- Transparency**  
Everyone should understand the how and the why of our decisions and actions
- Integrity**  
We are all ambassadors for the Turing's mission of changing the world for the better

## APPLICATION PROCEDURE

If you are interested in this opportunity, please click the apply button below. You will need to register on the applicant portal and complete the application form including your CV and covering letter. If you have questions about the role or would like to apply using a different format, please contact us on 020 3862 3533 or 0203 862 3516, or email [recruitment@turing.ac.uk](mailto:recruitment@turing.ac.uk).

**CLOSING DATE FOR APPLICATIONS: Sunday 12<sup>th</sup> February 2023 at 23:59**

## TERMS AND CONDITIONS

This full time post is offered on a permanent basis. The annual salary is £36,236 plus excellent benefits, including flexible working and family friendly policies, <https://www.turing.ac.uk/work-turing/why-work-turing/employee-benefits>

## **EQUALITY, DIVERSITY AND INCLUSION**

The Alan Turing Institute is committed to creating an environment where diversity is valued and everyone is treated fairly. In accordance with the Equality Act, we welcome applications from anyone who meets the specific criteria of the post regardless of age, disability, ethnicity, gender reassignment, marital or civil partnership status, pregnancy and maternity, religion or belief, sex and sexual orientation.

We are committed to building a diverse community and would like our leadership team to reflect this. We therefore welcome applications from the broadest spectrum of backgrounds.

We are committed to making sure our recruitment process is accessible and inclusive. This includes making reasonable adjustments for candidates who have a disability or long-term condition. Please contact us at [adjustments@turing.ac.uk](mailto:adjustments@turing.ac.uk) to find out how we can assist you.

***Please note all offers of employment are subject to obtaining and retaining the right to work in the UK and satisfactory pre-employment security screening which includes a DBS Check.***

***Full details on the pre-employment screening process can be requested from [HR@turing.ac.uk](mailto:HR@turing.ac.uk).***