



## DIGITAL EVENTS PRODUCER

### Job Description

**Responsible to:** General Manager / Producer (with curatorial support of AD / CEO)

**Job Purpose:** To be the Digital Producer lead for Shubbak Festival 2021, developing an engaging digital event offering across the festival.

### INTRODUCTION

**Shubbak** (meaning 'window' in Arabic) supports and celebrates the diversity of Arab artists' creativity and innovation through its professional and engagement programmes, national touring and biennial multi-artform London Festival. Working nationally and internationally, we commission, initiate and develop projects that encourage a wide range of creative approaches in an artist-led process. The festival brings new and unexpected voices alongside established artists to London every two years. An ambitious programme connects London audiences and communities with the best of contemporary Arab visual arts, film, music, theatre, dance, literature and debate. The 2019 festival reached an audience of over 50,000 people in over 60 events in over 30 venues. Shubbak received the 2019 UNESCO Sharjah prize for Arab Culture.

**Shubbak Festival 2021** is planned for late June/July 2021 with a programme featuring new commissions, international and UK artists, community engagement, national touring and a talks and debates programme. Shubbak 2021 is our 10th anniversary edition. Like many arts organisations we are in the process of adjusting our vision, ambitions, plans and delivery models as a result of the impact of the Covid-19 pandemic. We are engaging in active conversations with our partner venues, funders, stakeholders and artists to re-assess the festival's content, structure and ambitions for this year.

As we progress with the planning for the 2021 festival in June - July, we're looking for an experienced **Digital Events Producer** to join our team to lead on the planning and delivery of all digital events. The Digital Event Producer will help shape our digital offering by taking

a creative approach to how various projects can be delivered digitally, or as hybrid events with physical presentations and digital extensions.

The Digital Event Producer will have extensive experience executing engaging digital events across various platforms such as Zoom, Hopin, YouTube, livestreams etc covering content development, audience engagement and technical delivery. They will be responsible for the research and planning of all digital first events, whilst working alongside our in-house producers on a digital approach to other projects.

### **KEY TASKS AND RESPONSIBILITIES:**

1. Lead on digitally led events such as webinars, workshops, panel discussions, livestreams, etc.
2. Work with producers to identify a digital angle across all other live projects.
3. Determine creative ways the digital programme can be delivered.
4. Design each event format with the topic and delivery platform in mind.
5. Work with the Marketing and Communications Manager on the commissioning of all marketing collateral.
6. Drive all technical aspects of the event by determining what platforms to use, and what additional technical support might be necessary.
7. Consider how we make the events accessible to all i.e. BSL interpreters, closed captions, transcriptions, etc.
8. Create and have ownership over project budgets.
9. Lead on comms between relevant stakeholders (panelists, partners, artists, technical support, etc).
10. Produce and manage project plans, timelines and briefing documents to be circulated internally and with key external stakeholders.
11. Consider wider participation and engagement opportunities as part of the programme.
12. Identify potential opportunities, partnerships and collaborations.
13. Actively explore new available platforms for the delivery of digital events.
14. Support the Marketing and Communications Manager in exploring audience engagement tools to be used in digital events such as polls, apps, etc.
15. Drive content development (presentations, pre-recorded content, etc.)

16. Research and implement a strategy around income generation through online ticket sales and paywalls.

### **PERSONAL SPECIFICATION:**

Candidates should be able to demonstrate the following:

#### **Academic**

Minimum Level 2 qualifications

#### **ESSENTIAL**

- A minimum of three years experience of working in event management/production
- Extensive experience producing digital events on various platforms such as Zoom, YouTube, Facebook, Hopin, StreamYard, etc.
- Considerable experience in shaping engaging agendas and session formats
- Technical knowledge of a range of digital platforms
- Strong attention to detail
- Understanding of issues relating to diversity and access
- Ability to work some evenings or weekends
- Deadline driven
- Capable of managing multiple projects concurrently

#### **DESIRABLE**

- Experience of working in arts and culture
- Experience of promoting audience engagement and development
- Knowledge, understanding and/or interesting in Arab world and/or arts/culture sector is desirable
- Experience of managing budgets
- The confidence to drive integrated, strategic, creative solutions
- Experience in speaker management
- Experience in content development
- Experience working with scenic/set designers, suppliers, manufacturers
- Skills in spoken and written Arabic

We encourage those who self-identify as Black, Arab, Afro-Arab, Indigenous or Person of Colour to apply; as these groups are underrepresented within our industry nationally. Candidates who have faced access barriers to the arts (whether due to socio-economic background or other) are also especially encouraged to apply for this role.

#### **TERMS AND CONDITIONS**

1. This is a part-time post of 20 hours per week (2.5 days). The post has capacity to increase and become full-time in the lead up and during the festival, depending on need and the suitable candidate.
2. This is a 3-calendar month fixed-term post, with an Ideal starting time of 22nd of February (negotiable). A separate contract will be issued for the festival period.

3. This role is presented on PAYE terms.
4. Salary is pro rata at £27,040 per annum.
5. Holiday entitlement is 25 days per annum pro-rata plus public holidays during that period.
6. The post-holder will be automatically brought into the NEST pension scheme.
7. The post-holder must be eligible to work in the UK and be based in London preceding and during the festival period.
8. The post is normally based at Shubbak's office in Arab British Centre, 1 Gough Square. At present all work is done from home and online. Shubbak regularly reviews its working practice in line with government guidance and negotiating with the team.

### **APPLICATION PROCEDURE**

Please send your application to [recruitment@shubbak.co.uk](mailto:recruitment@shubbak.co.uk) with the following information **by 12noon on Friday 19th February:**

- Covering letter of no more than 2 A4 pages outlining why you would like to work with Shubbak and how you meet the person specification.
- C.V. (2 pages maximum)
- Contact details of 2 referees
- Complete Equal Opportunities Monitoring form [HERE](#)

**Interviews will be on Wednesday 24<sup>th</sup> February with a view to occupying the post from Monday 1st March. Please indicate alternative availability in your application, if these dates do not match your current availability.**