



**Digital Content Creator / Producer**

**rifco** theatre  
company

## **Digital Content Creator / Producer**

### **Introduction**

Rifco Theatre Company was founded in 2000 with a mission to produce theatre that is entertaining, accessible, thought-provoking and of the highest quality. We have grown to be one of the few British South Asian touring companies in the UK, and since 2011, have been Resident Company at Watford Palace Theatre.

Rifco Theatre Company has worked in the digital realm for years, but in the last 18 months, the global pandemic has forced us to think even more creatively about how to stay connected with our audiences. Rifco developed *The Desi Lockdown*, which was selected for the 2020 Achatas Philanthropy Prize National Showcase, comedy sketch series, *Leave the Plastic On* and many other online activities to support our talent development programme, Rifco Associates. We are not just streaming work we are conceiving content specifically for online distribution. This is why we have created this new role, to develop an online programme to mirror our live work.

We are looking to recruit a Digital Content Creator / Producer with strong technical skills, expertise and creative flair in digital technologies and / or film making, a passion for innovation and an interest in applying these skills and talents in the theatre sector. This role will have the scope to establish a whole new era of ambitious digital content for the company and to bring new creative ideas to engage with British South Asian audiences.

2021 is a great time to be joining our committed and energetic team. It's our 21st birthday, which kicks off at the end of October with the first event of *21 Artists for 21 Years*, a 12-month celebration of British South Asian talent. A fair proportion of these will be new online digital projects.

### **The role**

Responsible to: Artistic Director / CEO (AD)  
Other relationships: Executive Director (ED)  
Associate Director (AssD)  
Producer (to be recruited)

Purpose of the role:

To work alongside the Artistic Director to contribute to a balanced artistic programme that continues to extend audience development

To develop and deliver a wrap-around programme of digital content that complements our existing programme and provides a platform for artists to create new work

To bring project ideas and industry partners to the table

### **Principal tasks**

#### *Digital Creative Content*

- Deliver a year-round programme of new digital content in collaboration with AD

- Collaborate with creative team (AD & AssD) to develop ideas for original digital content
- Lead on the development, planning & delivery of digital projects
- Create a digital creatives 'directory' by identifying and making contact with creatives working in the digital sector
- Secure appropriate approvals & rights clearance for content alongside Producer
- Ensure that captioned, audio described and other means of increasing access is used in new digital content alongside marketing team
- Lead on producing all Rifco's online events: workshops, panel discussions, videos, podcasts and other content for multiple platforms
- Capture and celebrate the work of Rifco Associates alongside AssD
- Work with the marketing team to produce short-form content for social media
- Develop clear, measurable programme outcomes alongside ED
- Oversee the management and administration of all projects, where contracts, schedules, and budgets are produced in liaison with Producer

#### *Digital Distribution*

- Identify new distribution channels to maximise distribution of our work in the UK and internationally
- Connect with platform partners in order to increase brand visibility, develop audiences and develop new income streams

#### *Digital Development*

- Keep abreast of best practice, trends and innovations to ensure Rifco continues to develop its practice
- Initiate any training to ensure a culture of continuous digital development within the Rifco team
- Play an active role in reviewing our audiences' online experiences

#### *General*

- Contribute to a fruitful partnership with Watford Palace Theatre, where Rifco is Resident Company
- Adhere to and advocate for all Rifco's policies and strategies, particularly contributing to creating a positive and safe working culture for all
- Attend Rifco's live productions, events and activities as necessary
- Support the AD in undertaking any other duties as is appropriate to the post

### **Person specification**

The successful candidate will demonstrate a track record in innovative and creative digital project delivery. You are motivated by the idea of keeping Rifco ahead of the digital curve and contributing your own digital and film making skills to the programme.

#### ***Essential***

- At least three years' experience of producing digital content in a professional capacity
- A thorough understanding of different digital formats, distribution and platforms
- Demonstrable creative approach to producing high-quality filmed content; shortform and longform, and to the application of new and digital technologies

- Knowledge of film editing software, eg, Final Cut Pro or Adobe
- Connections with potential external partners within theatre and/or digital industries, for the identification of new collaborations & income opportunities
- Experience of creating engaging social media content
- Evidence of managing multiple projects, delivering work on time and on budget
- Excellent communication skills and high degree of accuracy and attention to detail
- Ability to work collaboratively
- Understanding of how digital technologies increase access and engagement
- Commitment to driving an inclusive culture in the workplace
- Willingness to work unsocial hours if required

### ***Desirable***

- Experience of producing contracts, schedules and budgets to ensure robust planning, delivery and communication
- Knowledge of licensing rights and union agreements for use of digital content
- A proven understanding of British South Asian culture, experiences and society
- Interest and commitment to the arts
- Experience of liaising with artists and agents

### **Application process**

Please send FAO, Pravesh Kumar at [jobs@rifcotheatre.com](mailto:jobs@rifcotheatre.com)

1. Your CV
2. A letter of application (no more than one side of A4) that outlines how you meet the Person Specification and the Job Description including practical examples
3. A short video or sound file (5 minutes max) that showcases your approach to producing high-quality filmed content
4. A completed Equal Opportunities form

For an informal discussion, please contact Jenny Roberts, Executive Director at [jenny@rifcotheatre.com](mailto:jenny@rifcotheatre.com)

**Deadline: Monday 13th September at 10am**

**Interviews: Thursday 16th September**

### **Contract**

Employee, 3 days a week (24 hours)

From September, staff members will be working flexibly with some core days at Rifco's base in Watford and some from home)

£26-28K per year (pro rata)

Fixed term contract for one year

From the beginning of October (or as available)

*Rifco Theatre Company is an Equal Opportunities Employer and welcomes applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.*