



Applicant Job Pack

Vacancy Details	
Vacancy Title	Marketing & Communications Officer
Employer Name	Resource Productions CIC
Employer Address	27 Church Street, Slough, SL1 1PL
Contact Name	Dominique Unsworth, CEO, dom@resource-productions.co.uk
Role summary	To promote and raise awareness of our work and success. See attached Job Description for full details. See attached Company background for more info.
What we're after	If you're into Film, Arts or Media, are passionate about access and inclusion, know how to write a great tweet and get us in the press, then we'd love you to join our dynamic team.
Wage	£18,000 - £22,000 per annum, plus a package of benefits.
Working Week	9am to 5pm Monday to Friday, mutually flexible working to include evenings and weekends.
Future prospects description	This is a 1 year fixed-term post, but the intention is to grow the role around the successful applicant and provide opportunities to stay within the organisation as a full time, permanent staff member.
About the Candidate	
Skills required	Excellent written English, Spelling & Grammar. Excellent knowledge of Microsoft Office, including word & excel. Good at presenting, including public speaking and powerpoint. Good knowledge of design & video using Adobe software. Confident in networking and presenting in person & online. Confident with all social media platforms. Willingness to learn, lead and work as part of a team.
Qualifications required	A-Level English and/or PR/Marketing/Comms degree desirable.
Personal qualities	Positive and enthusiastic, hardworking and committed. Organised and self-motivated.
Additional Detail	
Reality Check	This is a brand-new role, for someone to make their own. There will be the chance to get involved with all our exciting projects, but you will need to manage your workload, as the work never stops!
Key Dates	
Closing date	Thursday 20th August 2020
Interview date	Monday 24th August 2020
Possible start date	Tuesday 1st September 2020
How to Apply	
By Email	info@resource-productions.co.uk
Please send	CV, covering letter, example press release & tweet about us.
No later than	5pm Thursday 20th August 2020



Job Description

Key: CEO: Chief Executive Officer, HOP: Head of Production, DO: Digital Officer, PO: Project Officer

Job Title	Marketing & Communications Officer
Grade	Officer
Main purposes of job	To promote and raise awareness of our work and success.
Key Objectives	
1 Strategy	Co-Develop marketing strategy with CEO & HOP. Develop and Implement Marketing Plan with the whole team. Profile raising – getting us in the media. Managing reputation – proactively and reactively. Support DO with Film Festival/Competition strategy.
2 Marketing	Ensure all activities are promoted to the appropriate audiences. Reach out to & engage with beneficiaries, clients & stakeholders. Creation of targeted campaigns. Responsible for developing brands and voice through; Websites, Social Media, Newsletters, Print/flyers, Film & Events. Manage brands inc. Resource, Creative Collective, BFO & YES.
3 PR & Events	Develop/maintain rapport with local/regional/national press. Create a Media List of go to journalists (Microsoft excel). Keep up to date with Creative Industries, Film & TV news. Produce and distribute press releases (Microsoft word). Represent & recruit at events, festivals and in the media. Represent & recruit at Careers fairs & training events. Submit company entries for awards and competitions.
4 Graphic Design	Working with the HOP to implement Branding guidelines. Basic indesign/photoshop/illustrator design for small projects. (training support with software)
5 Content-Creation	Co-Management and curation of our digital accounts with DO. Basic shooting & editing (premiere) of small video productions. Directing & managing freelance crew for larger video projects. Assistance with broadcast commissions in preferred role.
6 Reporting	Create quarterly reports for funders as needed (excel/acrobat). Work with PO to analyse/understand/evidence KPIs. Producer the annual report and accompanying materials.
7 General	In addition you will be required to undertake any other duties as may reasonably be required.
Responsible for	Staff: Freelance Associates & collaboration with other Officers. Resources: Press database, Equipment & Archive
Reporting to...	TBC



Company Background Info.

Our Vision

To enable social change through art and film, whilst diversifying the creative industries.

Our aim is to enable people who you don't often see represented in mainstream media, to make art and films that will better reflect them, and to voice their views and challenge others' opinions and attitudes of them. This will result in the organic diversification of the range of people who are then able to make high quality content and, by default, those working in the creative industries. Along the way we will increase awareness of the marginalised views of those in society who may not otherwise have access to the resources needed to raise the profile and build awareness of their needs.



Our Mission

To work with leading industry professionals from writers and performers to animators and editors, to create award-winning, thought-provoking audio-visual content whilst training up the next generation through innovative accessible training. We want to tell stories, challenge stereotypes and opinions, and make people think and act.

We find and work with lots of different people from diverse cultural, ethnic, faith, geographic and socio-economic backgrounds. We aim to identify and reach out to a broad range of creatively talented people from non-mainstream backgrounds, families and communities; to equip them with the support, skills, connections and opportunities they need to gain work within the Creative Industries.

We focus on supporting those living outside of London and target beneficiaries ranging from those with access needs, learning difficulties or disabilities, to those returning to work after taking a career break to care for their family or overcome an illness. We support the Arts Council's '*Creative Case for Diversity*', TV's '*Project Diamond*' and the BFI's '*Diversity Charter*'.

We facilitate this process through bespoke training and the production of high-quality digital art and films. Our productions not only provide a unique opportunity for creative expression of the highest standard, but also inspire personal, cultural or societal change. Change could range from influencing local councillors by lobbying for local causes, to impacting on government priorities and changing legislation or changing how one group in society views another. Above all, we aspire to move audiences and motivate action.





Our Values

What's important to us is the freedom for everyone to express themselves creatively. We pride ourselves on our professionalism and the quality of our training and productions. Innovation is at our heart, using cutting edge technology and finding new ways to tell stories. Inclusivity and equality of opportunity motivate us and the projects we work on. We provide a happy and satisfying environment for our staff, freelancers and clients. We like a good laugh, a sense of humour is important and it's OK to make mistakes! We aim to be open and honest in all we do.

What we do and how we do it

Our approach is three-fold. We are constantly engaged in **outreach**, through which we identify **talent**. We then **mentor** that talent to devise and deliver both **creative and commercial productions** that will ultimately lead to paid work.

1. Outreach and Engagement

We identify and nurture non-traditional artists and filmmakers who might not otherwise consider a career in the Creative Sector.

We do this by working with community-based organisations, including charitable partners Aik Saath (a conflict resolution charity) and SWIPE (Slough West Indian People's Enterprise) to provide weekly free workshops in filmmaking open to all young people aged 11 to 25. These workshops form part of our YES (Youth Engagement Slough) programme.

We are supported by our Arts Council England partners HOME (part of Creative People and Places) to promote and run a quarterly free Meetup for any aspiring amateur or professional artists aged 18+ alongside our new Arts Forum for leaders across Berkshire.

Clients ranging from BAFTA, BFI, Creative England, BBC and Channel 4 contract us to devise and deliver regional and national outreach for their own training, recruitment and commissioning programmes. Target groups have ranged from getting girls into gaming to encouraging more BAME writers to apply to feature development schemes.

2. Talent Development & Promotion

It's crucial for the sector that talented individuals who might not otherwise get their first foot onto the creative career ladder are supported to progress their personal development through signposting, networking, mentoring, training, accreditation and work.

'The Creative Collective' is our talent development programme, which encompasses both formal accredited courses and informal bespoke training workshops. Courses range from weekend retreats on 'writing for page, stage and screen' to six-week evening classes in 'practical filmmaking' or 'coaching techniques'. We generate revenue by charging fees for some sessions, but offer bursaries to those most under represented, which are subsidised by training contracts or public funders.



comprises an hour long personalised session in our accessible office with a staff member, is offered freely to any artists in our region. Each one-to-one results in the development of a personalised 'Individual Progress Plan'. Our ultimate goal is to develop a work-ready diverse talent pool and to move that talent into paid employment.

We match talented diverse artists and filmmakers with training schemes, work placements, apprenticeships, jobs and funders. In order to ensure our talent is fit for work in the mainstream industry, we work closely with art, film and TV partners. In relation to the Arts we have established partnerships with Arts Council England NPOs (National Portfolio Organisations) including the art gallery Modern Art Oxford and Theatre Company RIFCO Arts. We are also linked to the Clore Fellowship, which is a unique network of high-level arts organisation leaders.

Our TV partners include production company betty (making award-winning documentaries, factual entertainment, features and drama since 2001) and broadcaster ITV (committed to ensuring their workforce reflects the **diversity** of modern society). In the film industry, our core partner is Pinewood Studios (who have supported us since 2000) and we regularly engage with the BFI (delivering two film academies for them each year since 2012) as well as core agencies including Screen Skills and Creative England. We align our programmes with these partners' recruitment processes and promote their jobs and opportunities directly to our talent pool.

3. Creative & Commercial Production

In addition to developing talent, we aim to develop their projects, which might range from producing a first piece of art, to shooting their first drama. Our focus is on producing projects that tell stories from perspectives not currently seen in the mainstream media or art world.

We co-develop, script, shoot and edit high-quality, emotive and engaging, cost-effective documentary, drama, animation and motion graphics with our 'talent' for charitable and commercial clients. We also work closely with the 'Storyfutures' AHRC Creative Cluster at Royal Holloway College and NFTS. Through this partnership we are now also exploring immersive content.

Recent examples of creative projects include our First Acts for Channel 4 Random Acts and our work with BBC Ideas and commissions including 'Art with Impact' & the 'Wellcome Trust'.

Walk of Shame by Emilie Cheung for 'Art With Impact'

In order to secure resources to produce the important creative explorations above and hone the skills of our talent pool, we also take on commercial content commissions. Any profit made from these is reinvested in our creative slate. Recent commissions include video shoots and edits for Colleges, Councils and Charities.

Zero Suicide for 'NHS Berkshire Healthcare Trust' (password SHORT1)

