**JOB DESCRIPTION**

**JOB TITLE:** Man City Kids Content Producer

**DEPARTMENT: CityTV, Media Team, Man City**

**REPORTS TO: Senior Content Producer**

**LOCATION: CFA**

**DATE: Feb 2018**

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**Job purpose**

The Man City Kids Content Producer will be responsible for producing entertaining and engaging video content, primarily for the Club’s Digital Youth platforms and wider digital estate to help grow the Clubs fan base within the domestic and international kids market (primarily ages 6-9, secondary 9-12).

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**Key responsibilities**

The significant aspect of this role will be repurposing adult facing content for a child-centric audience, with some original content production. Responsibilities to include, but not limited to:

* **Creative development and direction.**
  + Shooting on Sony FS5/7, DJI Osmo and Go Pro’s or equivalent to broadcast standard
  + Excellent editing skills on Adobe Premiere
  + After Effect knowledge is a necessity.
  + Produce and develop fresh and unexpected ideas
  + Scriptwriting contribution
  + Shoot management
  + Direct audio and voiceover sessions
  + Lighting scenes to broadcast standards
  + Delivering broadcast standard, edited video to fit the exact requirement.
  + Deliver to tight deadlines turning it around quickly
  + Must have excellent communication skills.
  + Knowledge of Kids media content is necessary.
  + High brand knowledgeof Man City FC and CityTV is a plus.

* **End to end responsibility for the delivery of editorial video content for Man City Kids.**
  + Developing strands for official Youth platform using archive football footage.
  + Producing video for the children’s strand on the club’s YouTube channel
  + Upload into the relevant back end systems
  + Knowledge of family Tone of Voice for social, and cutting/optimising video for social is a plus.

**General responsibilities**

* Compliance with Club policies
* Compliance with the Club’s health and safety procedures
* Compliance with the Club’s safeguarding policies
* To undertake such other duties as may be reasonably expected
* To maintain professional conduct at all times

**Safeguarding**

* This role involves working with children and/or vulnerable adults in a Regulated Activity (or in close proximity to children and/or vulnerable adults). This means that the post-holder is required to apply all relevant policies and uphold the Club’s commitment to safeguarding vulnerable people.

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**Key relationships**

* Head of CityTV & Social and other City TV Producers – Working to produce videos for the Youth Digital platform
* Digital Exec / Kids Platform Manager – Providing content for Youth Digital platforms

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**Scope of job**

This is a job that will involve significant periods of working alone and to tight deadlines.

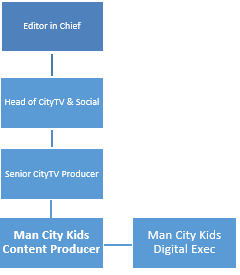
The successful candidate must be flexible, self-motivated, have strong interpersonal skills, and manage own time.

Organisational skills are key as the workload will not always be uniform but come in spikes.

This role is to provide content for a brand new product, for an audience not previously targeted, providing a great opportunity to develop and evolve the content identity and tone for a significant audience. As such, a strong knowledge of football, youth and an ability to develop a content strategy and identity will be key to the success of this role.

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**Organisation chart**

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**Person Specification**

**Job Title: Man City Kids Content Producer Department/Location: CFA**

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| **Knowledge:** the level and breadth of knowledge to do the job e.g. understanding of a defined system, method or procedure, legal or regulatory frameworks etc |
| Essential   * Passion for learning and implementing new editing techniques in video (GIFS, sound effects, HUD elements, filters etc) * Excellent knowledge of Football, Man City, and Youth/Kids video content   Desirable   * Industry experience of producing successful video content for a young audience. |
| **Technical/work-based skills**: skills specific to the job e.g. language competence, typing skills, coaching skills etc |
| Essential   * Advanced knowledge of Adobe Creative Cloud suite, including After Effects. Shortlisted applicants will undergo a practical test. * Excellent self-shooting camera skills   Desirable   * A passion for creative editing, using the latest effects & plug-ins, and pushing the boundaries. |
| **General skills and attributes**: more general characteristics e.g. flexibility, communication skills, team working etc |
| Essential   * Understanding of how to work safely with children and/or vulnerable adults and uphold generally accepted practice when working with those participants. * Delivering broadcast standard, edited video to fit the exact requirement. * Deliver to tight deadlines turning it around quickly * Must have excellent communication skills. * Knowledge of the current digital media landscape for kids. * Strong interpersonal skills |
| **Experience:** proven record of experience in a particular field, profession or specialism. Any period of work required must be appropriate and not excessive. |
| Essential   * Working in a high paced professional environment to tight deadlines. * Working with children and/or vulnerable adults |
| **Qualifications**: the level of educational, professional and/or occupational training required |
| Essential   * Post-holder must hold or obtain at the earliest opportunity the relevant safeguarding training (i.e. FA Safeguarding Children Workshop) * Post-holder will be subject a DBS check at the appropriate level and cleared by the MCFC Safeguarding Officer * A portfolio of work to demonstrate experience. |