



WORK WITH THE CBSO

CONTENT CREATOR

(Maternity Cover – 12 months fixed term)

We're looking for someone who is passionate about creating impactful, high-quality, accessible digital content which tells a story, embraces the CBSO brand, and captures audiences from the start.

You'll be the kind of person who always has your camera with you to capture the perfect (and imperfect) moments, and you're confident enough to get stuck in and get the best shots. It's essential for the person in this role to know in what works (and what doesn't) for a variety of platforms, have excellent technical knowledge of camera, audio and lighting equipment and the skills to use them, and plenty of post-production and editing experience to bring content to life.

This role would be perfect for someone who is great with people and making them feel comfortable in front of a camera (or behind a microphone), as well as being able to adapt ideas and respond to things that are happening in the moment - our unique selling point is the live experience, and our content should embrace that.

This is a part-time, flexible role which will require regular evening and occasional weekend work, alongside some national and international travel.

APPLICATION DEADLINE: 9am, Friday 1 November 2024

SALARY: £26,500 - 27,900 per annum pro rata'd to 28 hours

HOURS: 28 hours per week (FTE 35 hours per week)

LOCATION: Birmingham

REPORTING TO: Marketing and Content Manager



ABOUT THE CBSO

The City of Birmingham Symphony Orchestra (CBSO) is an internationally celebrated symphony orchestra, at home in Birmingham. A family of 90 incredible musicians, led by Music Director Kazuki Yamada, proud to make exciting musical experiences that matter to the people of Birmingham, the West Midlands and beyond.

Resident at Symphony Hall, the orchestra's musicians perform over 150 concerts each year in Birmingham, the UK and around the world, with music that ranges from classics to contemporary, soundtracks to symphonies, and everything in between. With a far-reaching community and education programme, a ground-breaking partnership with Shireland Collegiate Academy Trust, and a family of choruses and youth ensembles, it is involved in every aspect of music-making in the Midlands – and has been for more than 100 years.

This longstanding tradition started with the orchestra's very first symphonic concert in 1920 – conducted by Sir Edward Elgar. Ever since then, through war, recessions, social change and civic renewal, the CBSO has been proudly 'Birmingham's orchestra'. Under principal conductors including Adrian Boult, George Weldon, Andrzej Panufnik and Louis Frémaux, the CBSO won an artistic reputation that spread far beyond the Midlands. But it was when it discovered the young British conductor Simon Rattle in 1980 that the CBSO became internationally famous – and showed how the arts can help give a new sense of direction to a whole city. Rattle's successors, Sakari Oramo, Andris Nelsons and Mirga Gražinytė-Tyla, helped cement that global reputation and continued to build on the CBSO's tradition of flying the flag for Birmingham.

In April 2023, Emma Stenning was appointed Chief Executive and Kazuki Yamada took up the post of Chief Conductor and Artistic Advisor, and in May 2024 became Music Director. Under their dynamic leadership, the orchestra continues to celebrate the joy of music, and the brilliance of its home city of Birmingham, through creating unmissable and unforgettable musical experiences for all.

OUR COMMITMENT TO EQUALITY AND DIVERSITY:

The CBSO is an equal opportunity organisation: we value diversity in our organisation and welcome applications from everyone. We consistently monitor our recruitment process to ensure that individuals are selected based on their relevant merits and abilities and receive equal treatment.

You will be welcomed at the CBSO and will find an inclusive environment where different views and experiences are valued, and everyone is able to be themselves. We recognise and understand the importance of diversity and inclusion and want our organisation to be representative of the audiences, people and communities we serve.



KEY RESPONSIBILITIES

- Lead on all content capture and editing for the organisation, taking an audience-focused approach to tell great stories and demonstrate the breadth of CBSO's work both on- and off-stage.
- Create high-quality content for editorial and advertising purposes which may include:
 - Photography (concerts, rehearsals, education projects, headshots etc.)
 - Videography (performance, interviews, rehearsal, behind the scenes)
 - Audio recording
 - Live streaming
 - Podcasts
- Capture both planned and ad-hoc content for social media to further enhance the 'backstage pass' content we offer audiences online.
- Working with the Content Coordinator, monitor the CBSO's schedule to identify exciting opportunities to tell stories through a range of digital media. Work with other teams to develop clear briefs and explore creative and unique ways of telling these stories to truly connect with audiences.
- Be part of the CBSO's 'Storytelling Group' – meeting 4 times per year with colleagues from across the organisation to discuss ideas which centre around showcasing who we are and what we do.
- Ensure content is accessible and optimised for different channels – including subtitling all videos
- Amplify the CBSO's brand and core values through all content.
- Keep up to date with key content and social media trends and shifts in the industry to keep the CBSO's content relevant and engaging for audiences.
- Support the Content Coordinator in the organisation and management of digital asset libraries.
- On occasion, support larger content capture projects (e.g. filming/photoshoots).

Full Team Responsibilities

- Attend concerts in Birmingham (and beyond) as required.
- Work closely with other departments to support the communication of the organisation's wider work.
- Act as a brand guardian for the CBSO.
- Actively contribute to the wider team objectives and to provide support to colleagues – particularly during busy periods (e.g. Season Launch) where work beyond your day-to-day role may be required.
- Continue to learn and actively stay up to date with new ideas, products, and processes in your area.
- Be creative, be collaborative and bring ideas.
- Any other reasonable requests made by your line manager or director of department.



PERSON SPECIFICATION

ESSENTIAL SKILLS:

- A passion for connecting audiences with joyful musical experiences.
- A background in photography and filmmaking with the ability to capture and create high quality visuals and audio.
- Skilled in using a variety of equipment (cameras, audio, lighting etc.)
- Post-production and editing skills (photography, video, and audio), and experience of Adobe Creative Suite, including Premiere Pro and Lightroom.
- Excellent understanding of the needs of different platforms and different audiences.
- A team player with a creative and collaborative approach.
- Organised, proactive with excellent attention to detail.

DESIRABLE SKILLS:

- Interest in or knowledge of the cultural sector and/or music.
- Prior experience of capturing content of orchestras or musicians.
- Experience of animation (e.g. After Effects)



HOW TO APPLY

To apply for the role of Content Creator please send a CV and a supporting statement of no more than two pages of A4 to Hollie Dunster, HR Manager at hdunster@cbsocb.co.uk

We ask that you complete the equal opportunities information online when you submit your application. The information collected will be treated as confidential and used for to help the CBSO improve its approach to becoming a more diverse and inclusive organisation. It will not be treated as part of your application.

Finally, please ensure that you have included your contact number and email address, as well as any dates when you will not be available or might have difficulty with the indicative interview timetable.

RECRUITMENT TIMETABLE:

Application deadline: 9am, 1 November 2024

First round interviews: Week commencing 4 November 2024



TERMS & CONDITIONS

- Member of CBSO staff, primarily based at CBSO's purpose-built rehearsal and administrative home, CBSO Centre, in central Birmingham with provision for hybrid working.
- This is a 12 month fixed term position to cover a period of maternity leave.
- This is a part-time role based on 28 hours per week. FTE 35 hours per week
- CBSO staff are entitled to 25 days annual leave (pro rata) plus Public Holidays
- This role will be required to capture content at most of our concerts/ projects and therefore there will be requirement for attendance at evening events (e.g. concerts) and for work at weekends regularly
- This post is subject to a 2 month probationary period
- Membership of the CBSO's Group Stakeholder Pension Plan