

Digital Learning Producer (Schools Content)

Location: Tower of London, including travel to Hampton Court Palace and flexibility with home working

Reports to: Digital Production Manager

Responsible for: Assistant Digital Learning Producer

Purpose of this role:

Historic Royal Palaces (HRP) has an ambition to grow and develop its online provision for schools, offering relevant and engaging content that reaches a nationwide audience.

The aim is to enable teachers and students to access heritage of national significance, expanding the reach of our schools programme and raising awareness among the education sector of HRP as a provider of high-quality content for learners.

The Digital Learning Producer will lead on the definition and scope of a new programme of work, supported and guided by the Digital Engagement and Schools Content teams.

Using their extensive experience of digital content production, they will oversee the planning and production of new digital content, resources and experiences for schools. This will include responsibility for the quality assurance of the learning embedded in the content.

Date: 01 September 2022

What you will be doing in your role:

Content planning

- Lead the strategic planning of digital content and resources for the schools audience using excellent research and editorial skills.
- Employ knowledge of the National Curriculum and current best practice in teaching to ensure the digital content and resources we create for schools meet the needs and expectations of teachers and pupils.



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- Oversee the concept development of digital content and resources, collaborating with the Schools Team to generate ideas and to ensure new content is inclusive for a wide range of learners, portrays a diversity of perspectives and aligns to core programmes and their development.
- Apply experience of using digital data and audience insights gained through consultation with teachers and learners to inform content strategy and development.
- Write a two-year content production plan and schedule for digital content and resources for schools, identifying clear goals and milestones.

Content production

- From conception through to evaluation, be responsible for the development, commissioning, production and delivery of digital content and resources in multiple formats across multiple channels, including but not limited to: web pages, printable resources (.doc, .ppt, PDF), images, films, podcasts, interactive assets and games.
- Establish a network of freelance Education Writers and Content Producers with knowledge of the National Curriculum who we can commission to write, design and create new digital content and resources.
- Write project proposals, briefs, editorial treatments and production plans for new strands or packages of content.
- Work with film production partners to plan, organise and manage film shoots onsite at the palaces, liaising closely with internal stakeholders: Visitor Services teams, Conversation, Care and Collections (CCC) team and the Wardrobe Manager.
- Undertake editorial and technical reviews of deliverables (e.g., scoping documents, storyboards, scripts, wireframes etc.) to ensure the quality of content and resources.
- With the support of the Assistant Digital Learning Producer, oversee the management of the schools webpages on the HRP website, including visit and booking information and learning resources. Ensure information is kept up to date, and that all schools website content meets its objectives and demonstrates online best practice in terms of search engine optimisation (SEO), accessibility and compliance.
- Apply knowledge of user experience and web design to help inform the presentation of content for schools on the HRP website.
- Write and publish content on the corporate website using a Content Management System (CMS) and Digital Asset Management System (DAM).
- Use Google Analytics and other digital reporting tools to define and track content performance data, using insights gathered to produce reports and inform future content production.



- Establish and manage syndication opportunities to extend the reach of our content and resources via third-party networks, channels and platforms.

Project management

- Work with colleagues to develop and present the editorial and business case for proposed productions or projects to senior management.
- Establish effective project communication plans, which identify stakeholders and ensure regular and timely contact.
- Scope, plan, and schedule projects and/or productions with achievable milestones.
- Monitor risks, issues and dependencies, responding and escalating appropriately.
- Take responsibility for managing and reporting on project finances using Historic Royal Palaces' budget management, procurement and payment systems and processes.

Working with external suppliers

- Lead, or assist in, the preparation and evaluation of competitive quotes and tenders and in the procurement of external suppliers.
- Ensure that external suppliers of assets or content deliver to a high standard on time, to agreed specification and budget.

Working with internal partners

- Build successful relationships with colleagues across the organisation, in particular, proactively coordinating collaboration between the Digital Engagement and Schools Teams.
- Ensure that all Historic Royal Palaces internal management processes are utilised effectively and appropriately, including resources, staff, spaces and services across the palaces.
- Work closely with all other staff assigned to the project to ensure all activities are appropriately staffed and supported, which may require additional work on weekends and evenings when necessary.

Line management

- Provide line management for the Assistant Digital Learning Producer who is responsible for the BAU digital requirements of the schools programme, including: updates to the schools pages on the website, e-comms and social media, and support with content production.

Innovation



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- Maintain an active interest in developments in content production, digital technology and e-learning, particularly as they pertain to education and schools.
- Contribute to team and departmental meetings by sharing such knowledge and learning with colleagues.

In addition to your main areas of responsibility, the Performance Framework qualities and behaviours that are required from all our people for successful delivery of our Cause and Strategy are summarised below:

Memorable Experiences

Going above and beyond to create personalised experiences that inspire and provoke change

Simplify and Adapt

Cutting through complexity to find simple solutions and encourage agile ways of working

Money Matters

Generating the money to grow our impact and care for our palaces; creating a culture of getting better value and increasing our financial headroom

Fresh Thinking

Demonstrating the courage to push the boundaries, striving to stretch ourselves

In this Together

Working collaboratively across the organisation, investing time in building trusted relationships to create 'one team – one HRP'.

Inspire Success [Managers and Team Leaders only]

Enabling and supporting your staff to succeed

Other requirements

In addition to the above you are also required to have read and comply with the rules/standards contained in HRP's Code of Conduct, including Health and Safety requirements. The Code of Conduct can be found in your Staff Handbook.



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KENSINGTON PALACE • KEW PALACE • HILLSBOROUGH CASTLE AND GARDENS**