



JOB DESCRIPTION

JOB TITLE:	Digital Director
REPORTS TO:	Chief Executive, Prison Radio Association
HOURS:	Full time
LOCATION:	Cheshire (HM Prison Styal) with regular travel to the PRA's HMP Brixton base and around the UK
LEAVE:	24 days per annum
SALARY:	£45,000 per annum



ABOUT THE PRISON RADIO ASSOCIATION

The Prison Radio Association (PRA) is an award-winning charity that has revolutionised the way we communicate in the criminal justice sector.

We were named Charity of the Year at the 2016 Third Sector Awards.

We developed and run National Prison Radio, the world's first national radio station for prisoners. It provides practical advice, support and inspirational content to people in prison, encouraging the audience to see prison as a place of positive change. The service is available in the cells of over 80,000 prisoners across England, Wales and Scotland via in-cell television.

We are also developing a brand new digital channel called Straightline which will offer audio, video, animations and text to people impacted by the criminal justice system outside prison.

OVERALL PURPOSE OF JOB:

The Digital Director is a brand-new, exciting position – a brilliant opportunity for the right person. The post holder will play key creative role within the PRA's senior management team, reporting directly to the Chief Executive.

To date, the PRA has focused largely on producing audio content that supports prisoners. The natural next step for us is to grow audiences and impact with the large number of people who are touched by the criminal justice system outside prisons. We have already developed, piloted and evaluated our new digital channel – Straightline. This job offers the right person the opportunity to develop Straightline beyond its current pilot phase, creating an exciting and impactful channel that uses media to change lives.

The Digital Director will also lead on the development of a content strategy across the organisation, ensuring resources are used effectively to create powerful and impactful media for both National Prison Radio and Straightline audiences, as well as generating an income for the charity through commercial commissions (which are overseen by the Director of Development).

This role will require extensive hands-on production at an executive producer level, but the focus is on operating at a strategic level, working closely with other senior management colleagues to maintain and build on the PRA's position as the respected and innovative pioneer of media in the criminal justice sector, engaging hard-to-reach audiences with useful and challenging content, in order to reduce crime.

Key Duties

1. To drive the PRA's digital vision of building a mutually-supportive community of prisoners, former prisoners and others connected to the world of criminal justice through the production and delivery of targeted media content.
2. To lead on the development of Straightline, including commissioning the development of the app and website.
3. To devise a content strategy ensuring the effective and efficient use of production resources across the organisation in creating audio, video and text content for use across multiple channels, including the linear National Prison Radio service, National Prison Radio on-demand content (via HM Prison and Probation Service's developing Digital Hub system) and Straightline.
4. To monitor performance across platforms in prison (National Prison Radio and NPR on-demand) and outside (Straightline app, website, social channels) and to maximise impact by developing and delivering content formats which fit with audience behaviour.
5. To drive innovation and provide creative leadership for the charity, maximising the impact on its target audiences.
6. To develop and manage two Straightline production spaces outside HMP Styal and HMP Brixton.
7. To manage and develop a small but growing Straightline production team.
8. To work with the Managing Editor, National Prison Radio to plan and determine the on-air schedule consistent with the PRA strategy.
9. To work with the Director of Development to create new products and content formats allowing the PRA to maximise the commercial value of its productions.
10. To contribute to and develop relevant business plans.
11. To represent the station/audience/directorate of the PRA at meetings and in all dealings with HMPPS, broadcasting authorities, local authorities, public bodies, charities, commerce and industry.
12. To identify and participate in national awards/competitions.

Person Specification

Skills, Knowledge and Experience

1. An experienced leader with extensive understanding of digital media.
2. Extensive digital media and film production experience, preferably accrued over several years with a major digital media outlet.
3. Strong contacts, able to pull together visual production teams on a freelance basis when required.
4. Solid leadership and management skills, together with proven editorial judgement developed over at least 10 years working in an editorial environment.
5. In-depth knowledge of how media content is consumed across digital platforms and a strategic understanding of how audience consumption will continue to evolve.
6. A clear understanding of the needs and behaviours of audiences, with some understanding of the role media can play in the lives of people in prison and the wider criminal justice system also desirable.
7. A track record of building and realising strategic initiatives, with a firm grasp of product development and management.
8. Experience of leading change, shaping policy and directing strategic issues in a fast-moving media environment.
9. Thorough knowledge of production technologies, including hardware and software, and ways they can be used to empower audiences.
10. Interpersonal and decision making skills of the highest level, coupled with the ability to establish credibility and maintain effective working relationships with senior colleagues and partners.
11. A substantial knowledge of public and current affairs together with considerable intellectual rigour and flair.

Competencies

Leading creativity – desire to lead the market through disrupting the status quo; fosters imagination, creativity and experimentation, takes considered risks and shows openness to alternative ways of doing things

Developing talent and diversity – coaches others to build on strengths, develops talent from a diverse range of backgrounds and improves on weakness and connects with people from all parts of society

Managing performance – sets challenging objectives, shares clear expectations about performance levels and treats team members with honesty, respect and compassion

Collaborating across boundaries – challenges systems, connects processes and issues and builds helpful, productive relationships across the organisation

Editorial Judgement – demonstrates balanced and objective judgement based on experience of working across set editorial guidelines, target audience and programme objectives – makes the right editorial decisions, taking account of conflicting views where necessary

Providing direction through change – is open to change and responds flexibly to new challenges, shares and communicates the PRA's vision and involves others in building plans for change

Maximising business effectiveness – manages budgets providing the best value for the resources available and considers the business implications for decisions

Using external thinking – builds bridges with useful organisations and innovative thinkers, keeps up to date with developments in their field, relishes feedback and responds honestly to all feedback