

## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	<b>Head of Podcasts</b>
<b>REPORTS TO:</b>	Deputy Chief Executive
<b>CONTRACT:</b>	18 month fixed-term
<b>LOCATION:</b>	Home-based
<b>LEAVE:</b>	24 days per annum
<b>HOURS:</b>	Full time
<b>SALARY:</b>	Up to £40,000 depending on experience

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

We developed and run National Prison Radio (NPR), the world's first national radio station for people in prison, providing practical advice, support and inspirational content to people behind bars. The service is available in prison cells across England and Wales via in-cell television.

We're now embarking on an exciting new 18-month pilot project that will transform our work, with funding from the National Lottery's Reaching Communities fund.

We're leaders in using audio to change lives, working with a wide range of statutory bodies, government departments, charities and broadcasters, including national BBC radio networks.

**In 2020 we were named Production Company of the Year at the Audio Production Awards, and won a Gold award for our work at the ARIAS.**

### **OVERALL PURPOSE OF JOB:**

To lead the development of the **Prison Radio Podcast Network**, a stable of engaging, accessible podcasts for people affected by the criminal justice system.

With support from colleagues, you'll be running the project: building a team, overseeing content strategy, branding, production, marketing and demonstrating impact. You'll play a key role in developing talent and innovative formats that will change the lives of listeners.

The **Prison Radio Podcast Network** will be a home for people who have been through the prison system. The podcasts will be entertaining, inspiring and uplifting. They'll provide a supportive arm around the shoulder at difficult moments, and help listeners prepare for the challenges ahead.

The **Head of Podcasts** will be a key member of staff whose job is to understand what listeners need and how to deliver it to their ears. Over 18 months, you'll create the product and demonstrate its long-term sustainability, developing partnerships and building an audience.

## **RESPONSIBILITIES OF THE ROLE:**

- Leading on the Prison Radio Podcast Network, with strategic direction and creative oversight, to build the case for sustainable investment following the 18-month pilot.
- You'll play a role in recruiting a full-time producer who will deliver regular podcast content under your direction, and casting a producer/presenter who has experienced imprisonment and release, to front the podcasts.
- You'll have additional budget to develop a cast of regular expert contributors who know the criminal justice system from the inside and can contribute opinions, stories and experiences.
- You'll have a marketing budget to create innovative strategies for reaching listeners and ensuring the Prison Radio Podcast Network has the greatest possible impact.
- Line management and coaching of your team to ensure everybody understands the direction of travel and their role within the group. This is a brand-new project, and creating the right team dynamic will be crucial. Of course, you'll be working as part of a successful and established organisation with a wealth of experience and expertise to draw on.
- Working closely with the Deputy Chief Executive and colleagues on the National Prison Radio side of the organisation, you'll develop the tone, style, formats and features to ensure the podcasts are a must-listen for people who are impacted by imprisonment and the wider criminal justice system.
- Working with the Director of Development, you'll identify the right partners to add value to the content, ensuring our listeners have the best opportunities to understand what support is available and how to access it.
- Communicating with colleagues across the organisation to ensure your new project is understood and embraced as part of the overall PRA footprint.
- Ensuring all content meets legal and contractual obligations and suitable editorial standards are met and adhered to.
- Representing and being an ambassador for the PRA.
- Undertaking any other reasonable duties as requested by senior colleagues to contribute to the healthy and successful future of the PRA.

## **WHAT YOU WILL NEED:**

- Considerable experience in the development and leadership of successful podcast projects in a professional environment, with the ability to demonstrate your strategic contributions to that success.
- A thorough understanding of podcast marketing and audience development through successful branding, building a well-targeted social media presence and use of other marketing techniques to create maximum visibility among the target audience.
- An excellent ear for audio, presenter-led content and sound design. Real attention to detail, with high-quality production skills, a critical ear and the ability to ensure output is tight and grabs the listener.
- Excellent editorial judgement, and an understanding of the particular editorial sensitivities around the criminal justice system.
- First-rate communication skills, with the confidence to represent the PRA in public and the ability to create strong relationships across the PRA team.
- Experience of leading teams, coaching colleagues and creating an environment that results in excellent performance.
- Strong ability to collaborate and build enduring, positive relationships.
- Excellent organisational and administrative skills to prioritise workloads, meet deadlines and respond flexibly to rapidly changing priorities.
- Strong influencing and negotiation skills – ability to present sound arguments to convince others.
- A thorough understanding of and commitment to the aims and values of the Prison Radio Association.
- An understanding of the criminal justice system and the role of the PRA within it.
- An understanding of the pressures and opportunities that come with working in the charitable sector.