

JOB DESCRIPTION

JOB TITLE:	Multimedia Producer
REPORTS TO:	Digital Director
SALARY:	£27,000
CONTRACT:	12 month fixed-term
LOCATION:	HMP Styal
LEAVE:	24 days per annum
HOURS:	Full time

ABOUT THE PRISON RADIO ASSOCIATION (PRA)

The Prison Radio Association (PRA) is an award-winning charity that has revolutionised the way we communicate in the criminal justice sector. **In recent years we have been named Independent Production Company of the Year at the Audio Production Awards, and Charity of the Year at the Charity Times Awards. We have also won several British Podcast Awards and ARIAS.**

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 wearestaightline.com, offering audio, video, animations and text to people impacted by the criminal justice system outside prison.

OVERALL PURPOSE OF JOB:

As key members of the PRA team, our Multimedia Producers are the people at the front line, using their highly-developed production skills to create life-changing content for people who are leaving prison.

Our staff in HMP Styal and HMP Brixton manage a group of prisoner-producers, helping them to develop their skills and working in partnership with them to create programmes that build an audience, encourage action and provide much-needed information and inspiration.

We are now working with people as they are released from prison to create multi-platform content for and about them, that looks and sounds professional and is shareable. You'll understand the prison and post prison environment inside-out, coming up with inventive ways of building and engaging our post-prison audience, passing on your professional expertise and at the end of each day being satisfied in the knowledge that your programmes are being seen and heard by people whose lives have been impacted by the criminal justice system.

KEY AREAS OF RESPONSIBILITY:

- To work alongside presenters to produce pre-recorded radio programmes and other multimedia content for wearestraightline.com.
- To source stories and lines of programming for development into Straightline multimedia formats.
- To produce weekly content for the Straightline media channel as required by the digital director.
- To assist in the day-to-day running of the PRA's digital project at HMP Styal.
- To establish and maintain positive links with staff and departments within HMP Styal and the wider criminal justice sector.
- To record content in the digital studio at HMP Brixton and on locations across the UK as required.

MAIN DUTIES:

- To produce high quality radio output and engaging video content for online.
- To facilitate the generation and development of programming ideas to improve the content on Straightline.
- To ensure that all content, including music, is suitable for play online, and compliant to the Ofcom broadcasting code.
- To ensure that completed content is delivered on time and in a format suitable for broadcast or online release.
- To be responsible for the use of production resources as agreed with the Digital Director.
- To take a share in running Straightline production team meetings in HMP Styal, including communicating strategic direction and ensuring all members of the team are contributing fully to the project.
- To ensure all administrative tasks connected with the running of the project are completed to a high standard.

KNOWLEDGE, ESSENTIAL SKILLS and EXPERIENCE REQUIRED:

- A thorough understanding of and commitment to the aims and values of the Prison Radio Association.
- An solid understanding of the criminal justice system and the role of education and training within it.
- Proven ability to generate good story ideas, and to turn them into well-structured, efficient, punchy content.
- Experience of production of pre-recorded and live radio programmes and production of short form video content for online.
- Solid production skills with the ability to use self-op studios, digital editing and location recording equipment.
- Strong experience of shooting and editing video (preferably on Final Cut Pro), including an ability to shoot with good quality synchronised sound using external mics.
- Experience of working with lighting.
- Experience of managing social media accounts and scheduling regular release of online content.
- Sound editorial judgement.
- Excellent research skills.
- First rate communication skills, the ability to deal confidently and effectively with staff at all levels as well as external contacts, both in person and on the telephone.
- Ability to work well as an individual and within a team environment – with the ability to contribute and share ideas and knowledge.
- Excellent organisational and administrative skills to prioritise workloads meet deadlines and respond flexibly to rapidly changing priorities.
- IT skills and knowledge of computer packages (including Outlook and Word).
- Attention to detail, the ability to work speedily and accurately under pressure.