

JOB DESCRIPTION

JOB TITLE:	Production and Project Manager
REPORTS TO:	Deputy Chief Executive
CONTRACT:	12 month fixed-term
LOCATION:	HMP Styal (10 miles south of Manchester city centre) / Home Working
LEAVE:	24 days per year
HOURS:	Full Time
SALARY:	£35,000

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

NPR has been disproportionately valuable as a source of information during the Coronavirus outbreak, when people in prison have been confined to prison cells for up to 23 hours per day.

We also create campaigns, films, podcasts and audio for a wide range of clients, including national BBC radio networks, statutory bodies, government departments and the wider charitable sector.

We have an impressive record when it comes to winning awards, with multiple wins in the Sony Awards, New York Festival, a Rose d'Or and several Audio Production Gold Awards. This year National Prison Radio was awarded Gold at the radio industry's ARIAS.

OVERALL PURPOSE OF JOB:

A key member of the PRA team, you'll be the most senior person at our project at HMP Styal, managing the production team there and our relationship with the prison. Core to this role is responsibility for running partnership productions – you'll be a bridge between the PRA's fundraising team and the National Prison Radio production team.

You'll coordinate partnership productions, ensuring they run smoothly, meet deadlines and stay within budget. You'll play a crucial role in working with clients to understand the key messaging they wish to communicate to their target audience, and turning them into high-quality broadcast campaigns. You'll also be in charge of communicating forthcoming broadcast content to the rest of the production team through the weekly 'talk-up sheets' and campaign briefings.

This role also involves management of NPR's digital content on the Digital Hub – an interactive, on-demand service available in a growing number of prisons.

This is a role that requires the highest-quality relationship management skills, along with supreme attention to detail and outstanding communication skills.

KEY AREAS OF RESPONSIBILITY:

- 1 To be the senior member of staff at HMP Styal, with management responsibility for production colleagues and overall responsibility for the smooth running of the project.
- 2 To build, maintain and develop positive relationships with key colleagues within HMP Styal in order to safeguard and build our future in the prison.
- 3 To coordinate the production of content to an extremely high technical and creative standard, following the creative brief as agreed with clients. This will include sourcing and managing in-house and external producers.
- 4 To effectively manage relationships between the PRA and clients.
- 5 To set budgets and manage production resources in order to deliver productions on time and within those agreed budgets.
- 6 To be accountable for quality control for each project, and to identify and implement continuous improvements to the production processes and methods.
- 7 To be responsible for communications activity around commercial projects.
- 8 To contribute to the evaluation of commercial projects and programming, on National Prison Radio and beyond.
- 9 To manage the delivery and presentation of content on the Digital Hub, including development of efficient workflows and systems to collate all necessary content and associated information, and management of the Content Management System and ensuring metadata is accurate and as comprehensive as possible.
- 10 To monitor data and feedback via Google Analytics and the Digital Hub's feedback system, and to review progress with partners in the Digital Hub team within HM Prison and Probation Service.
- 11 To collate audience data and prepare listener reports for licensing bodies

PRINCIPAL DUTIES:

Project management:

- To line manage three production colleagues in HMP Styal.
- To manage key relationships within HMP Styal and stay informed of relevant changes and developments within the establishment which may impact on the PRA's operations'
- To work closely with staff from HMP Styal, including Senior Management, to ensure the partnership is optimised for the maximum benefit of everyone.
- To support colleagues to ensure that all security and disciplinary requirements and good order are maintained, including safeguarding prisoners, staff and visitors within the project.

- To ensure all prisoner workers are effectively managed by PRA staff and that they participate in regular appraisals.
- With support from the Operations Manager, to take responsibility for all administration, premises and equipment.
- To oversee the employment of the prisoner workforce, ensuring all appropriate security checks are carried out in line with HMPPS Prison Radio Guidelines.

Production management:

- To work closely with the Deputy Chief Executive and Director of Development to understand the objectives and requirements of clients and potential clients, and to assist in the development of creative briefs which meet these objectives and requirements.
- Following commission, to manage all aspects of the relationships between the PRA and the client during the production process.
- To develop costed creative briefs to pitch to clients and potential clients, including charities, statutory organisations, government departments, businesses and broadcasters.
- To create budgets and production schedules for each production.
- To deliver high-quality audio content on behalf of the PRA for clients as per the agreed creative brief, including: creative development; sourcing contributors and other production elements; recording contributions; conducting interviews; editing and sound mixing.
- To build up a flexible network of freelance radio producers.
- To assign work to and coordinate producers (staff and freelance); carefully briefing the producer on the job specifications and the client's requirements.
- To approve production treatments, recording locations, contributors.
- Where required, to arrange contracts and payment for contributors, presenters, freelance staff and other production resources.
- To arrange necessary permissions and risk assessments.
- To ensure the production runs to schedule, and to control and monitor production budgets.
- To deal with any problems or questions that may arise during the production process.
- To monitor all productions for their entire duration; to monitor the quality of the production and its adherence to the agreed production brief.
- To ensure all commercial campaigns are suitably evaluated throughout, including conducting evaluation interviews both inside and outside prisons, with a summary report provided to the client at the end of each campaign.
- To undertake other duties as reasonably requested.

Digital Hub management:

- To develop an efficient system for reversioning National Prison Radio programmes into a format suitable for on-demand delivery via the Digital Hub, and to manage that workflow.
- To upload content to the Digital Hub's Content Management System each week.
- To compile all necessary metadata to ensure audiences can find the content they're looking for, and have the information they need to fully enjoy it.
- Where necessary, to source and create images to illustrate new strands and features.
- To analyse audience data and analytics and to report findings to the wider team.
- To produce a quarterly report to be reviewed by PRA staff and staff from the Digital Hub, and to meet with the Hub team to ensure content remains relevant to users.
- To process raw listener data and create music reports for music licensing bodies as required.

PERSON SPECIFICATION:

Knowledge, essential skills and experience required:

- Demonstrable track record in radio or audio production management, with a minimum of five years' experience within a similar role.
- Excellent IT skills with the ability to process data quickly and efficiently, with excellent attention to detail.
- Experience of using Content Management Systems desirable but not essential.
- Experience of radio production desirable, with excellent radio or audio production skills, preferably with experience of speech feature-making for BBC or other similar radio network.
- A solid understanding of the wider media landscape and its rapidly-changing nature over time.
- Experience of building and maintaining positive relationships with clients and partner organisations.
- Excellent written and verbal communication skills, confident representing the PRA in public.
- Commitment to the values of the Prison Radio Association, with a solid understanding of its role within the criminal justice sector.
- 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.