



**FREELANCE
DIGITAL PRODUCER
RECRUITMENT PACK**

About Revoluton

Who We Are

Revoluton is a Luton-based arts organisation. We work with artists and communities - across a range of art forms and disciplines - to produce creative work that promotes positive futures for people and place. We provide support, resource and mentoring to artists and emerging creative practitioners. We facilitate pathways for people to engage with creativity, as professional practitioners, participants and as audience members.

We believe the spirit of Luton encapsulates activism, warmth and generosity. The spirit of our work is captured in our name—Revoluton.

This is an exciting time in the development of the organisation. Over the last three years, Revoluton Arts has been on a journey to shape a long-term strategy that will see more people engaging with our work as audiences, creatives and co-designers - in person and via digital means. Our work as a newly established charity is taking us beyond the geographical boundaries of Luton, delivering ambitious creative work in addition to the remit

of our primary funded programme, Creative People and Places (CPP).

Our work is deeply rooted in Luton and our creative programme is co-created with communities in Luton and beyond. Building on experience gained through producing work within the Luton CPP, Revoluton Arts is establishing a nascent role as a producer of bold new work.

Additionally, we are building ambitious new partnerships at local, national and international levels.

Central to our mission is an ambition to locate Luton in the world. This is in respect of Luton's global relevance and multicultural makeup. It is also about a deep desire to put Luton on the map to share with the world the many great things that contribute to Luton's cultural vibrancy.

Since our inception in 2015, our programme has attracted over 220,000 in-person engagements and over 1.2 million online.

Our Vision, Mission and Values:

Our vision is for communities to connect through creativity, locally and globally, uniting to define their positive futures.

Our mission is to unite communities and creatives as the collective catalyst for change. We locate Luton in the world. We do this by connecting the people of Luton with standout creative practitioners – locally and beyond - to create cultural activities that bring positive change to people and places.

Our values are:

Agency (affirming the voice, choice, and power of marginalised communities to bring positive change).

Belonging (celebrating place and creating a sense of acceptance and freedom).

Connection (uniting people and forming partnerships towards a common purpose).

Creativity (nurturing talent, promoting everyday creativity, and producing creative work made in Luton).

Opportunity (providing and promoting access to arts and creativity for leisure, learning, and livelihood).

About our Digital Projects.

Our aim for our digital programme is to place Luton's creativity front and centre, for every commission and project to be captured and shared via standout digital content, through the creation and curation of film, trailblazing social media campaigns, and unmissable podcast series.

Our ambition is to capture the spirit of Luton in ways never captured before, with and by Luton's people. Our digital content creation will form an integral part of our creative programme – a means of creative expression and artistry, produced in-house and with embedded training opportunities for young people and emerging talent.

Luton's uniqueness is its superdiversity; it is a place of many worlds; the makeup of its community is globally-

representative. Through our new creative digital developments, our ambition is to connect with audiences on a global scale – reaching people in places beyond our town, shifting perceptions, forging new links and creating opportunity for international exchange.

About the Role.

We are looking for a highly creative Digital Producer with experience in creative content production, technical support and capture, project management and collaborative work with artists and communities.

You will work with our team and the artists we commission, to create a broad range of digital content for use on our website, social media and other platforms.

We have a fully functional Digital Suite at our base in Legrave, including camera, audio and editing facilities. There will be opportunities for you to work alongside visiting filmmakers and content creators, as well as create content from scratch yourself.

You will be expected to work to briefs set by the team, alongside making your own suggestions for new content.

You will support artists and filmmakers to create digital content, providing technical and production support, as well as creative input and capture. This might include producing short films to showcase the work of local emerging artists, recording and editing a podcast series, assisting commissioned artists with recording local stories, live streaming our events and much more.

The Digital Producer will also work with the Senior Management Team to create a visual summary of the projects, programmes and communities that Revolution Arts has worked with to illustrate the impact of the organisation's work across the last financial year.

Key Responsibilities.

Requirements of the Freelance Digital Producer include:

- Undertake the day-to-day project management for digital content creation, delivering against agreed deadlines.

- Lead in-house storyboarding, directing, filmmaking, audio capture and video/audio editing (including repurposing content) for digital projects as required.
- Work with the producing team to support commissioned artists to create new digital content, including filming, recording and editing as required.
- Work with the Marketing Manager to maximise opportunities for digital content to support marketing campaigns, including creating new content.
- Work with the Marketing Manager to create distribution plans for digital content.
- Work with the Programme Assistant to support the management of the digital suite, including providing support for commissioned artists and external hires using the suite.
- Support on digital projects and initiatives including online events, workshops and live streams (such as Facebook/Instagram Live).
- Proactively seek out opportunities for the creation of new digital content across the organisation.

General requirements of the Revoluton Arts team include:

- Share your expertise with the Revoluton team and our commissioned artists, helping them to develop their own digital skills.
- Work collaboratively with freelance artists and creative practitioners in a way that supports their well-being and professional development.
- Escalate safeguarding concerns and disclosures promptly in line with the Revoluton Arts Safeguarding Policy (training will be provided).
- Ensure that activities are accessible and inclusive, in accordance with Revoluton Arts 'Equality Action Plan'.

Personal Specification

Essential

- Passionate about working to realise the Revoluton Arts mission, vision, and values.

- At least two years' experience of digital content creation or digital media production, preferably from a cultural sector organisation.
- In-depth experience of video and audio production and editing for short films and podcasts.
- Knowledge of a range of digital platforms, their users and wider digital trends.
- Understanding of what makes great quality engaging content that can grow audiences.
- Experience of creating digital content for a range of platforms, including websites and social media, and understanding of the different requirements of each platform.
- Experience of incorporating accessibility functions, eg captioning, into digital content.
- Proven ability to work collaboratively to interpret and produce creative visions.
- Ability to build relationships with external stakeholders such as artists and partner organisations.

- Excellent organisation and planning skills with proven ability to work flexibly, prioritise and to meet deadlines.
- Willing to contribute to a culture of proactive problem prevention and problem solving.
- Knowledge of Luton's diverse communities, including understanding the social, economic, and political issues that affect their lives.
- A proven commitment to equality, diversity, and inclusion.
- Open to feedback and committed to continuous professional development.

Desirable

- Experience of working with different art forms.
- Graphic design and/or photography skills to enhance video and audio content produced.
- Experience in producing content for a range of audiences.

- Experience of working with emerging artists and young people aged 16+ to support delivery of their digital ambitions.

Application Details

Contract Terms: **Freelance contract until the end of November 2025**

Fee: **£7,500** (including expenses and VAT, if applicable) equal to 30 days at £250 per day.

Days will be worked flexibility, with more days required around intensive periods of content creation, including weekends and evenings. The Digital Producer maybe required to attend producer meetings, typically scheduled fortnightly.

We expect the Digital Producer to regularly work from the Digital Suite at our office in Marsh House, Luton, which is about a 10-minute walk from Legrave train station.

Application Information

Deadline for applications:

midnight Wednesday 25 June 2025. Interviews will take place on 2nd or 3rd of July 2025.

How to Apply:

Please submit your CV, 3 examples of digital content you have created, A statement outlining your relevant experience, why you are applying for this role with Revoluton Arts and why you believe you would be a great fit. Revoluton Arts will accept the following formats for the statement, please clearly label your files with your name:

- Written statement that is no more than 2 sides of A4.
- Video submission that is no longer than 5 minutes.
- Spoken audio submission as an MP3 or WAV file that is no longer than 5 minutes.

Please also complete and return our Equal Opportunities Monitoring Form.

Revoluton Arts is a diverse organisation, committed to equal opportunities and we welcome applications from all sections of the community.

If you require any further information, assistance in making an application or this information in an

alternative format, please contact
hello@revolutonarts.com or 01582 345560.

Please send your application to
hello@revolutonarts.com