

anthem.



Anthem FFWD>> 2024

**ANTHEM GATEWAY DIGITAL CONTENT MANAGER
INFORMATION PACK
July 2024**

Dear Applicant,

Thank you for your interest in the Anthem and the Gateway.

Anthem. Music Fund Wales is a young charity that is only just approaching its fifth birthday. We have been building our programmes swiftly across the last few years, including our FFWD>> Forum made up of 16 – 25 year olds who are passionate about music in Wales, the Atsain Fund focusing on removing barriers to music for young people in Wales, and our Anthem Gateway offering young people a first stop shop for developing their music in Wales.

The roles we are currently offering will support the next stage for the Anthem Gateway, growing its presence and exploring its future potential. The team will be actively working with young people across Wales to spread information, make new digital content, and run networking events.

Anthem is run by a small diverse team with some staff members on PAYE and some staff members working as freelancers. The team is supported by a strong group of trustees from a range of backgrounds. There is a strong emphasis on mutual support and it's important that everyone feels welcome, able to do their work to the best of their ability and has a chance to develop themselves when they come and work with Anthem. When we recruit, we are looking for potential and passion.

I'd be happy to discuss the role with you before you apply, so if you have any questions or want to arrange a phone call, please do email me at rhian.hutchings@anthem.wales .

Rhian Hutchings, Anthem Chief Executive Officer



ABOUT ANTHEM

Anthem. Music Fund Wales Cronfa Gerdd Cymru was established in 2018 following a Welsh Government report exploring ways to support music education in Wales.

Our vision is a Wales in which music can empower every young life.

We believe music is a potent creative force for young people that feeds self-expression, personal development and wellbeing.

Anthem will create opportunities across genres and communities and nurture diverse talent to take the next steps to musical careers.

Anthem is a catalyst for youth music in Wales, funding work that will create change, making connections to widen partnership working, and enabling best practice to flourish.

Anthem seeks to ensure that equality and diversity principles – accessibility, inclusivity, respect and difference - underpin all areas of the organisation's work and aims to promote them within its board, its employment practices and across its work. Anthem positions its work as collaborative, innovative, inclusive, creative, inspiring.

ANTHEM GATEWAY PROJECT

The Anthem Gateway was developed to make a bridge for young people to the music industry in Wales. In 2022 we built an online platform where young people can access music opportunities, careers information, peer stories and links to music industry in Wales. We created this first version of the Gateway working with young music professionals and partner organisations across Wales. Across the last year we have also seeded a

Discord community and started to run events online in order to grow that community.

Anthem now has funding in place to develop the Gateway further across the next 19 months. Our ambition is to create a high quality online professional development experience for young people led by young creative voices. We want every young person who visits the Gateway to feel welcomed to music at any level, represented in their field without intimidation, and to learn how to enhance their careers from experienced professionals in Wales in the best way possible.

THE ROLE

We are currently seeking to appoint three Gateway team members to support the growth of the Gateway across the next 19 months: Gateway Project Manager, Gateway Digital Content Manager and Discord Community Manager.

The Digital Content Manager will be responsible for managing the Gateway website, producing the digital content to a high standard, and building the presence of the Gateway on social media.

The Gateway team will work closely with the Anthem CEO and Communications Manager to develop the Gateway across the funded period.

The project activity will include the following:

- Development of the web platform to provide a clearer journey for young people engaging
- Commissioning a further 40 resources for the Info Space
- Commissioning 3 podcast series and 6 webinars led by young music professionals in Wales
- Growing Welsh language content on the Gateway
- Collaboration with key Anthem partners on the project, including the National Music Service

- Running regular events on the Anthem Discord channel and growing our Discord community
- Evaluating the reach and impact of the Gateway activity

HOW TO APPLY

Please read the role description and person specification below.

Please complete the application form at this link:

<https://airtable.com/appcEyNBN2q3Y0i8V/pageimvBEg7lc9SSj/form>

You will be asked to upload

- a CV outlining your current experience
- A covering letter or a video explaining why you are interested and qualified for the role

The deadline for submission of applications is Monday 19th August at 5pm.

You will be informed if you have been invited for interview by Friday 23rd August.

Interviews will take place on Thursday 29th & Friday 30th August.

If you have any other special requirements to enable you to apply for this role, please let us know by emailing rhian.hutchings@anthem.wales

DIGITAL CONTENT MANAGER ROLE DESCRIPTION

Contract: fixed term running from 3rd September 2024 - 31st March 2026

Salary: 14 hours per week at a rate of £13 per hour

Location: Candidates can be based anywhere in Wales. There will be monthly planning meetings at Anthem offices in Cardiff. A travel budget is available to support attendance at meetings.

Responsible to: Anthem CEO

The Gateway Digital Content Manager will be responsible for website management, digital content management, video creation and captioning, and graphics and social media asset creation.

Tasks

- Management of the Gateway planning and schedule of work, ensuring delivery of monthly targets
- Working to the Gateway budget and monthly spend
- Management of commissions for resources, podcasts and webinars working in collaboration with the Gateway Project Manager
- Management of the Gateway website
- Delivering online content to a high standard, including video production, compliance with Gateway branding guidelines, graphics creation as needed, and bilingual captioning
- Working with Anthem Communications Manager to build a strong presence for the Gateway on Anthem social media channels
- Ensure compliance with key Anthem Policies including Safeguarding, GDPR & Equalities and Diversity and Code of Behaviour.

Features

- Office space at Anthem offices - Bizspace, 202 Trafalgar House, 5 Fitzalan Place, Cardiff, CF24 0ED
- ability to travel to attend meetings or to attend meetings online
- Ability to support at in person events as required
- a working knowledge of digital platforms, including Zoom, Google, Airtable, Canva, Video production and editing software, Discord

Person Specification

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| Knowledge and Experience |
| Knowledge of process management |
| Knowledge of the music industry and youth music landscape in Wales |
| Knowledge of digital production and content creation |

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| Knowledge of how young people engage online in Wales and a passion for making it work for them |
| Knowledge of social media |
| Skills and Abilities |
| Strong organisational skills and project management |
| A detailed worker with attention to detail |
| Good analytical skills, with the ability to gather, interpret and assess information from a variety of sources and identify key issues |
| Excellent digital media and content creation skills including video production, captioning, graphic design and social media |
| Excellent verbal and written communication |
| The ability to work bilingually in English and Welsh |
| Personal Qualities |
| An excellent team player who inspires trust |
| Can-do attitude - takes initiative and works with light supervision |
| Personal integrity – evidence of discretion, honesty, openness |
| Desirable |
| Strong Welsh language skills |