

Create Studios Digital Media CIC

Creative Digital Media Talent Lead: Context to the Opportunity

Based in the heart of Swindon's emerging cultural quarter, Create Studios is an award-winning digital agency growing the next generation of diverse digital media creatives through a range of production opportunities and experiences.

Create Studios delivers three project strands. Each priority supports our aim to make inspirational digital media projects with our partners.

Our **Create Inclusion** programme draws together communities through social history and issue-based projects with linked exhibitions to build skills and grow aspiration.

The **Create Talent** strands embody our commitment to investing in talented young people. This journey from outreach to industry is supported through grant funding by a range of partners including The Arts Council of England, Heritage Lottery Fund and Swindon Borough Council.

Within the Social Enterprise Model, the **Create Production** service delivers commercial commissions (film, photography, and apps) for regional and national partners, using commissioned income to further resource our education priorities.

See our [showreel](#) and find out more. See our latest Annual Report [here](#).

National Recognition

2017-18 was a landmark year for Create, with the achievement of National Portfolio Organisation status from Arts Council England, acknowledging Create Studios' track record of excellence in the sector. The success of our not-for-profit Social Enterprise model was recognised by winning the 2018 Wiltshire Business Award for Corporate and Environmental Responsibility.

We continue to shape the Creative Industries Sector and linked regeneration through our roles within the Local Enterprise Partnership and the emerging Institute of Technology for Swindon, Wiltshire & Gloucestershire. We look forward to building on our success and impact as we anticipate our 35th anniversary with linked Digital Festival in 2019.

Digital Futures: supporting Diverse Emerging Talent

Digital Futures will nurture 24 young graduates from diverse backgrounds into the

digital creative industries, by the creation of a 2-year Digital Futures Talent Lead role with linked resource for evaluation and dissemination, whilst establishing sector partnerships to secure a sustainable model and establish best practice to inform national sector initiatives.

The Need

Swindon has lower than average educational attainment and participation beyond Level 3. There is a need to attract graduates back to the town as aspirational role models in a town with no HE institution of its own. Create is the only BME led cultural organisation in the sub-region.

Built on a 20-year outreach programme, over 50% of our workforce is from non-white European backgrounds. This experience directly feeds our artistic practice. We ensure diversification of viewpoints and cultural styles and create opportunities for individuals from diverse backgrounds to enter the digital media and heritage sector workforces. In order to grow our organisation and the sector we want to attract/retain graduates and ensure its diversity.

The Opportunity

Create's focus on diverse skills development also addresses sector research evidence which corroborates Create's experience of the need to build transition support and clusters for emerging artists/digital creatives. Our partnerships and new premises plan will provide the infrastructure and facilities to support a clearer pathway and security in which diverse participants can take the "risk" to enter the sector.

Swindon Borough Council's 2020 Vision had place-shaping, aspiration and digital at its heart. The Swindon Learning Town initiative and the Switch on to Swindon campaign will focus around recruiting and retaining 25-35 year olds for whom the digital and housing bubbles in the SE and SW are too expensive.

Swindon & Wiltshire Local Enterprise Partnership (LEP) has identified digital skills development as a priority to meet productivity issues in the sub-region. Swindon's partnership bid with Glos and Wilts for one of the 12 new Institutes of Technology has reached stage 2 and Create Studios is a named partner on the delivery of Creative Digital Media curriculum development.

This Digital Futures Graduate Returner Programme is therefore regionally and nationally pertinent with partners hungry for the skilled alumni as well as learning from successful models of delivery.

Arts Council England have recently updated their Corporate Plan. It states the commitment to working with Swindon and Gloucester recognising them as BME 'talent hot spots' to empowering the next generation of cultural leaders, and names Create at the Art and Tech interface.

We want to ensure that a diverse emerging workforce is attracted and retained in our area to shape its identity and provide direction and sustainability through national dissemination built on the support from Esmee Fairbairn.

Delivering Digital Futures

Our five-year ambition is to **'be a sector leader for excellence in diverse talent development for digital creative industries'**. To this end we want to grow our Talent Development, specifically with capacity to develop our Graduate Returner pilot and grow new opportunities and partnerships which will benefit all stages of the learning pathway.

We see the new Creative Digital Talent Lead role and linked activity focus on Graduate returners as a way to embed a clearer, consistent learning pathway to industry entrance.

We will appoint a 0.6 FTE Digital Talent Lead to:

- develop the Graduate Returner scheme, Digital Futures with 3 cohorts of 4 individuals moving through a 3-month programme each year. i.e. 24 young people over 2 years. ("Returners" targeted to support home grown talent retention).
- support an individualised learning programme and transition action plan for each young person on the programme (regular reviews and IAG).
- enable better supported transition from Create Talent to Create Production and the industry through mentoring, inspirational events, Regional BBC links, delivering commissions as a team in addition to personal projects
- broaden the Participatory Arts sector by including outreach and peer mentoring opportunities within Graduate Returner programme drawing on our experience and partnerships in this sector.

Please reference Job Description and Person Specification below.

Each planned 3-month placement will comprise as a minimum:

- Induction into core behaviours and skills in the workplace within a media production context
- How to set up as a freelance/ register a new company
- Minimum of 2 projects from inception to delivery. One independently chosen and one in support of a Create real client brief
- A minimum of 2 masterclasses or inspiration visits
- Set up and review of Individual Learning plan including Arts Award Gold Level option
- Exit review and targets

In addition to the support of 3 cohorts per year of 4 participants per year (total 24 over 2 years) we will:

- Commission and disseminate an external evaluation of Create Talent focusing on the Digital Futures programme and the impact on BME/diverse talent development to inform sector practice via partnership with Creative Industries Federation, Creative & Cultural Skills, with an ACE supported conference around diversity in 2020.
- Develop stronger and more focused relationships with FE/HE to ensure Create Studios and cultural organisations are viewed as partners on key learning programmes, contributing to innovative accredited curriculum development and work placed learning to benefit the sector. (Building on current discussion with IOT).
- We will celebrate our 35th anniversary in 2019 with a Festival of Digital & Moving Image as part of a planned Year of Culture to raise profile and civic pride in the town. The Digital Futures Graduate Returner Programme will participate fully in this milestone and anchor our festival narrative in talent development.

Please refer to full Job Description, Person Specification and Recruitment Schedule below.

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Creative Digital Media Talent Lead: Job Description & Person Specification

Role purpose summary: Leading delivery of Digital Futures Graduate Returner Model and development of linked partnerships and sustainable model.

Role Terms: 0.6 FTE Fixed term 2-year role supported by Esmee Fairbairn Foundation from January 2019. Salary £28,00 pro rata

Key Responsibilities

1. To manage and deliver a high-quality rolling 3 month programme of Graduate Talent Development bridging from HE to employment. (4 graduates per cohort, 3 cohorts a year).
2. To build on learning from the Digital Futures pilot programme to develop a motivational and challenging programme including all stages of digital production including real-life brief delivery and client liaison.
3. To compile an inspiring programme of industry visits, speakers and events (min two per cohort) which is open to Graduates and other digital creative sector explorers.
4. To support the pipeline for future Graduate returners by planning and delivering 3 terms of 6 weekly MassMedia young people's sessions.
5. To introduce Graduate Returners to participatory creative career possibilities by enabling opportunities for Graduate Returners to offer peer mentoring to others through Create's MassMedia and Digital Explorers (SEND) programme.
6. To produce all appropriate monitoring and reporting as required by the Create Studios team, partner evaluating University and funding partners.
7. Working with the Create Studios Artistic Director to advocate for diverse talent and arts leadership by partnership development with regional/national HE/FE partners including the emerging Swindon/Wilts/Glos Institute of Technology and the national Institute of Coding and sector skills agencies.
8. Working with the Create Studios Artistic Director to explore and identify sustainable models for the Digital Futures programme in liaison with broadcast and sector partners including Creative Industries Federation and Creative and Cultural Skills Council.
9. To ensure the Digital Futures programme and all linked activity is undertaken with due regard for the safety and wellbeing of all participants and colleagues.
10. To deputise for the Artistic Director on meetings relevant to talent development as required.

Reporting to:

CEO & Artistic Director: Shahina Johnson, MBE on programme content, evaluation and reporting.

Supported by: Director, Production Manager, Marilyn Fitzgerald on day-to-day production co-ordination and HR matters.

Person Specification**Essential**

1. Min 3 years professional film industry production experience
2. Good knowledge of industry level film equipment across at least 2 areas eg. camera and sound
3. Educated to degree level or equivalent
4. Min 2 years teaching or mentoring experience with young people in formal or informal sector
5. Excellent team working and co-ordination skills
6. Excellent written, presenting and advocacy skills
7. Own transport and clean driving license
8. Able to support some work activity at evenings and weekends

Preferred

1. Strong networks with media industry regionally and/or nationally
2. An understanding of sector skills dialogues nationally
3. Excellent reporting and evaluation skills
4. An understanding of arts and cultural organisations and their role in industry talent development

Recruitment Schedule

Closing Date: Tuesday 4th December 2018, 10am

Interviews: Wednesday 12th December 2018

Start Date: W/c 7th January 2019

Application by covering letter and CV to info@createstudios.org.uk