**Culture Coventry Trust**

**Herbert Art Gallery & Museum**

**Jordan Well**

**Coventry**

**CV1 5QP**

**JOB DESCRIPTION**

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| **Job Title:** | Immersive Producer |
| **Reporting to:** | Head of Creative Media & Digital |
| **Responsible for:** | Digital Skills Tutor |

**SCOPE**

Culture Coventry Trust and Coventry Sports Foundation are operating as CV Life, so that the scope of this Job Description as a CV Life document extends to cover the employment of employment contracts held with either Culture Coventry Trust or Coventry Sports Foundation.

The digital team supports the activities of all CV Life departments for public-facing digital output, commercial venue hire clients and internal staff events.

Activities include exhibition installations and support, digital content creation for the website, social channels and exhibition displays, workshops and training events, lectures, performances, film screenings, conferences, and internal meetings.

**OVERALL PURPOSE AND OBJECTIVE OF THE ROLE**

To support the exhibitions and collections teams in designing new and innovative immersive experiences to enliven exhibition spaces and generate income. The immersive producer will design and develop interactive content (in gallery and online) and deliver a vocational programme covering immersive and digital media. Activities will include cross team working and the ability to shape the role. Content will include mixed media, AR, VR and interactives. The immersive producer will be supported to learn and develop, bring their own ideas, challenge the status quo and experiment with new approaches.

The post holder will bring creative expertise and be responsible for supporting income generation by offering learning programmes for clients and immersive experiences for visitors. The post holder will line manage the Digital Skills Tutor who will be responsible for delivering high quality accredited formal and informal digital training programmes, projects and products.

**MAIN DUTIES OF THE ROLE**

1. You will plan, develop and produce immersive digital content for audiences.
2. You work with the Head of Creative Media and Digital to deliver accredited creative digital training that meets individual learners needs and provides career development opportunities.
3. To work across teams to develop and produce immersive experiences.
4. Taking ownership of and responsibility for the timely planning, scheduling and production of digital content that aligns to the objectives of our creative programme and marketing strategy and meets content deadlines.
5. Using strong conceptual and storytelling skills to craft creative digital products.
6. Using audience data and insight to inform creative direction and to inform the development of income streams.
7. Manage feedback and sign off processes for content creation.
8. Work with external content producers and production companies where relevant.
9. Collaborate with colleagues from the Marketing, Learning and Engagement, Exhibitions and Events teams when relevant.
10. Supervise students, volunteers, helpers and work experience placements as appropriate.

**Operational/ Strategic Planning**

11. Investigate and research new technology, offering advice on whether it is appropriate or advantageous to the gallery; informing the departmental strategy and corporate planning process, ensuring the department’s activities meet CV Life’s strategic objectives.

12. To support the Creative Media and Digital Manager in investigating external funding, revenue or commissioning opportunities in order to maximise the funding opportunities for the service.

13. To undertake training to ensure a best practice delivery of a quality service.

14. To work to a delegated budget as directed by Head of Creative Media and Digital or the Exhibitions Manager.

**Health and Safety**

15. To always adhere to appropriate Health & Safety practice in all areas and undertake reasonable care for own Health & Safety and other persons in the working environment appropriate to public events and working at height.

16. Work at all times within CV Life’s guidelines and policies that protect both the collection and building.

**Diversity and Equal Opportunities**

17. To value and respect your colleagues, clients, and visitors regardless of their background.

18. To cooperate and contribute to measures introduced by the Gallery to ensure equality of opportunity and encourage diversity.

This Job Description is neither exhaustive nor exclusive and may be reviewed and updated depending upon operational requirements and staffing levels.

**RESPONSIBILITIES FOR ALL EMPLOYEES**

* To embrace and lead by example on the Company’s key values of PRIDE, PASSION and PERFORMANCE or those that might at any time be subsequently re-defined.
* To undertake all duties and fully comply with all of the Company’s general standards and those relating to the specific requirements of the role.
* To carry out tasks at a range of sites that are either operated or managed by the Companies / Trusts or where services are delivered by the Companies / Trusts
* To be involved in any aspects or opportunities for sharing of good practice, expertise and responsibilities within the Companies / Trusts. To generally help promote the work and public image of the Companies / Trusts, always maintaining high standards of customer service and personal appearance.
* To attend and fully engage with all internal training and development requirements and opportunities, and maintain such qualifications as required by the demands of the role.
* To interact positively with customers adopting a friendly and professional approach at all times.
* To support the Company’s commitment to providing a safe environment for children, young people ad vulnerable adults, ensuring awareness of the Company’s Safeguarding Policy, Procedures and Practice Guidance, and to be vigilant, reporting any safeguarding concerns without delay.
* To comply with the General Data Protection Regulations when dealing with, maintaining, sharing and storing information.
* To undertake other duties as specified, which are appropriate to the qualifications, experience and general level of the post.

**Date Created: 06/08/2025**

**Date Reviewed:**

**PERSON SPECIFICATION**

**Essential Personal Attributes**

* Work as part of a team.
* Ability to move efficiently from one task to another.
* Ability to prioritise workload.
* Proactive problem-solver.
* Proven ability to multi-task, prioritize and meet strict deadlines
* Work effectively in time pressured situations.
* Ability to visualise and explain ideas to non-technical staff

**Essential Knowledge and Experience**

* Experience of producing digital products to a professional standard, that entertain or educate the audience.
* Technical video production skills, with experience of using professional camera and audio equipment.
* Good storyboarding, copywriting, proofreading and video script development skills.
* Knowledge of hardware and experience using software to produce interactive content.
* Experience editing video in DaVinci Resolve or similar software.
* Experience in creating graphics in Adobe Photoshop/Illustrator or similar software.
* Willingness to offer talks about their role and be shadowed by learners on our vocational programmes

**Essential Special Skills**

* An interest in experimentation with new technologies (5G, non-linear storytelling, mixed reality, gamification)
* Confidence to liaise effectively with all levels of management internally, suppliers and clients where applicable

**Special Circumstances**

• DBS required.