



## About Lepus Production

Lepus is a production company that make music, radio, film, live performance and podcasts. Led by Ivor Novello winning composer, Martin Green. Lepus are about to enter a year of exciting activity that launches several projects. These include online projects, projects for BBC Radio 4 and delivering live performances with artists and creatives we admire.

In order to make sure we are reaching as many people as possible throughout the year, we are seeking the assistance of a Digital Marketing and Comms Strategy Manager. This is a creative role that implements strategy and creativity, working closely with the Artistic Director and Exec Producer, to create the most engaging material to connect with audiences. Ideally, this role is for someone who loves creating content – whilst learning about the effectiveness in reaching audiences.

## Digital Marketing and Comms Strategy Manager

This is a role that will develop audience engagement alongside the release of several projects. In this instance this includes the release of an audio drama and a BBC Radio 4 series. The role will focus on how better to grow digital audience numbers for social media platforms for Lepus and the associated artists that work with Lepus.

This will be done through the creation of film, photography, audio and the development of platforms including website and all social media channels.

The ideal candidate will have experience in audio editing, film editing, website building and photo editing - working with creatives to realise visually striking content. Not all content will be created by the **Digital Manager**, Lepus work with other editors, film makers, sound technicians and magic-makers to create really beautiful bits of content. However, the person applying should have the confidence to take these assets and adapt them into new content for social media channels, PR etc.

- Build online audiences through social media channels and content creation with the artists that we work with
- Create a digital strategy and realise targets in growth and engagement, building on content audiences respond to
- Edit websites, that become more responsive to the needs of audience through the application of analytics and other data
- Create newsletters, update Patreon with content created by artists and keep the conversation going with audiences
- Work closely with PR Managers to ensure press and partners have all assets required in time
- Have experience in editing photos, film and audio
- Assist in funding and pitches on new projects

## Fee and Time Commitment

This is a freelance role, initially for one day a week for a probationary period of 3 months @ £175 per day, starting on 1 February 2022. We hope to increase these hours as we enter project delivery in April and May and extend the role further into 2022. This will all be funding dependent.



## **How to Apply**

To apply, please send your CV and cover letter to [producer@lepusproductions.com](mailto:producer@lepusproductions.com) by 3 January 2022. In your cover letter, please include details of a project you've enjoyed working on, and for what reasons. This can include what strengths you brought to the project, the most important things it taught you; as well as what you might like to develop and learn about more.

We encourage applications from a diverse range of backgrounds and experiences. Although Lepus are based just outside Edinburgh, we encourage applications from candidates from all over the UK. This role can be carried out remotely.

We look forward to hearing from you. Please send any questions or queries about the role to [producer@lepusproductions.com](mailto:producer@lepusproductions.com)