



Digital Producer Job Description

Fee	£4,800 (£300 a day)
Hours	16 hours across August and the beginning of September
Contract type	Short term contract (freelance)
Location	Working from home/can be in person
Reporting to	Titilola Dawudu, Company Director
Start Date	ASAP

About Sour Lemons

We are a charity disrupting decision making tables in the creative and cultural sectors. Turning sour lemons into lemonade, one at a time.

We run two core programmes.

- Our award-winning programme **Making LEMONADE** is for young creative leaders who happen to be underrepresented. The programme encourages them to nurture their lived experiences, to hold true to their core whilst navigating an industry that excludes them and creating their own opportunities.
- **Enabling Environments** was born out of the recognition that it's not enough to only focus on the individual making lemonade. It exists to hold the industry to account by turning anti-racist statements of intent, into meaningful and equitable action plans.

At the heart of Sour Lemons is the belief that any disadvantage in life can become an advantage. In other words, any sour lemon can become lemonade.

Working with us

We act with: Radical Generosity, An Abundance Mindset, A Mandate to Disrupt, A Desire to Learn and Evolve and A Community of Practice and Care.

These are the values that guide us and how we choose to show up for each other. We call them Principles of Travel because they move and evolve as we do.

What to expect:

- **Nurturing** - an environment that is safe, person centred and led with lived experience that allows you to show up as your full self.
- **Reciprocity** - transparent communications about decision making and scheduling, allowing enough time for you to adapt and process and not operating with urgency.
- **Accountability** - living true to the Principles of Travel - holding space for you to reflect with us how you see this manifesting and where we can strengthen.

- **Advocacy** - celebrating you at any opportunity we get, including platforming the work you are doing outside of Sour Lemons.

Read more about us at sourlemons.co.uk

About the role:

We are looking for a freelance Digital Producer to tell the story of Enabling Environments: how we are dismantling systemic racism in cultural organisations.

Enabling Environments was born out of the recognition that it's not enough to only focus on the individual making lemonade. It exists to hold the industry to account by turning anti-racist statements of intent, into meaningful and equitable action plans.

We have a marketing strategy in place which highlights our work. Your role is to execute this across our socials and work with our Freelance Marketing Consultant to measure the impact of how we are telling our story.

This role is not a management role but to break it down and make it easier for you to understand what is required, we've split it into three core areas:

Content Creation: a blend of graphic design, video recording and editing and podcast creation - essentially, an all round digital producer.

Social Media: you need to be proficient on all social media platforms - we can support with tone of voice but your role is to get the message out there and share our story widely.

Community: you need to have an engaging role to talk to our online community. We also need you to generate and understand reports on how our activity is doing (daily and weekly).

Responsibilities:

- Work in partnership with our Freelance Marketing Consultant and Enabling Environments Project Manager to execute tasks on time and meet objectives and KPIs set for Sour Lemons digital marketing projects.
- Collaborate with the Sour Lemons team to design digital content that highlights our anti-racism programmes, educates and excites our audience and engages new clients and disrupters.
- Edit and create audio based content in the form of a podcast and other mediums
- Use third party software to monitor and manage the company's social media accounts and offer constructive interaction using the Sour Lemons tone of voice, values and point of view.
- Measure, analyse and translate campaign data into progress reports as well as present to Sour Lemons team.

We are looking for someone who:

- Has excellent copywriting and editing skills
- Has skills in relevant design programmes (Adobe Creative Suite, Canva and other third party design software)

- Will be able to use storyboards and ability as a content creator to create branded Sour Lemons assets
 - Will be able to pull insights from data to steer future activities
 - Has 2-3 years experience creating content across digital platforms
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How to apply:

We welcome applications in audio or video form.

- All applications can be submitted [here](#).
- Please ensure audio/visual applications are no longer than 4 minutes.
- You must include evidence of your work, whether separately or within your application.

Questions for audio/visual submissions:

- Please tell us about your experience as a Digital Producer and share examples of your work; either URLs pasted on Typeform, or e-mailed to titilola@sourlemons.co.uk with the subject line 'Digital Producer application'.
- We are looking for someone with skills in relevant design programmes (Adobe Creative Suite, Canva and other third party design software). How much experience do you have in each and are there any skills you are looking to develop? We might be able to help!
- Why are you drawn to this role with Sour Lemons? How will working with us enable you to achieve your vision for justice?
- When would you be able to start?