

Job Title: Digital Content & Engagement Manager

Location: London/Remote Hybrid

Salary: £30,000 - £33,500 pa (plus benefits)

Length of Contract: Permanent

Company Profile

The [BPI](#) champions the UK's recorded music community, safeguarding the rights of its members and of the artists, performers and label members of collecting body [PPL](#). The BPI's membership consists of well over 500 independent labels and the UK's three 'majors' – Universal Music UK, Sony Music Entertainment UK and Warner Music UK. Its total membership taken together accounts for around 85 per cent of legitimate domestic music consumption and 1 in 10 streams around the world.

The BPI promotes British music at home and overseas through its trade missions, the [Music Exports Growth Scheme](#) and [The BRIT Awards](#), which it owns and organises. It administers [The BRIT Certified Platinum, Gold and Silver Awards Programme](#), co-owns the [Official Charts Company](#) with ERA, and is home to [The Mercury Prize](#). The BPI encourages and supports innovation and technology, and additionally provides insights, training and networking with its extensive free masterclasses, networking events, *Insight Sessions* and reports alongside its communications and public affairs work.

The BPI is committed to [diversity, equity and inclusion](#). In support of this, the BPI is working closely with its members and industry partners, as well as its [Equity and Justice Advisory Group \(EJAG\)](#). The BPI's community engagement, focussed on education & wellbeing through the power of music, is directed through [The BRIT Trust](#).

www.bpi.co.uk

The Opportunity

The BPI is looking to recruit a dynamic, passionate, and skilled **Digital Content & Engagement Manager** who is well-equipped to create a breadth of engaging content across the BPI's platforms; support its company events and industry engagement; and work with impact across the organisation's digital, social media, membership and other communications channels.

Reporting to the Head of Corporate Communications, but working in an integrated way across the BPI's communications, public affairs and other departments, the role will focus on designing and creating bespoke content to help bring the BPI's stories to life, ranging from video and photographic content to website management and designing infographics, presentations and other digital assets. The successful applicant will manage the BPI's social media channels and digital output and help lead on internal and membership communications, including the development of engaging newsletters, podcasts and meetings.

The *Digital Content & Engagement Manager* will work with BPI colleagues as they actively promote the BPI and its objectives, its brands, projects, and relationships across its platforms together with the rights, interests and reputation of its record label and other members and of the wider recorded music sector.

This role would be well-suited to a candidate with existing experience early in their career who is looking for an opportunity to shine at a prestigious organisation. The BPI is looking for an outstanding individual to start in the role as soon as possible, and is offering a competitive salary package with full BPI benefits including a flexible working policy.

Key Responsibilities

- Work as part of the Communications and Public Affairs teams but also with colleagues across key departments to deliver the BPI's output, press announcements, reports, BPI-led events and other industry engagement across social media and digital channels
- Day-to-day upkeep of the BPI website and posting across social media channels in line with the BPI's wider comms strategy
- Design high-quality, impactful in-house content for the BPI's various channels, ranging from video and photo content to presentation documents, digital report templates, infographics and other assets
- Lead in BPI membership communications and assist with and promote BPI events – UK based and international – as part of broader industry engagement
- Manage digital content creation, social media strategy and digital implementation for key initiatives including National Album Day and The Record Club
- Provide digital comms support to the BRIT Trust, managing the upkeep of owned channels, and developing content and creating assets to drive engagement across its website and social media channels
- Manage the BPI's wider content calendar in line with central strategy and assist in media monitoring and reporting as required
- Represent the BPI and attend key industry events, providing BPI members and industry partners with digital/communications as required
- Provide digital communications and logistical assistance to the BPI's consumer-facing Events team for the BRIT Awards and Mercury Prize as required

Ideal Experience

- 1-3 years' experience working in digital content creation, social media, or digital communications
- Experience working across a variety of CMS and social media platforms
- Experience with Adobe Creative Cloud, or experience working with equivalent leading graphic design and video editing software
- Experience developing video and photographic content to a high standard, and conducting & editing video interviews

Key Skills and Competencies

- Ability to create digital content – i.e. infographics, report templates, digital assets and presentation documents
- Excellent knowledge of the social media landscape, including the latest music and popular culture trends, and comfortable engaging across new and existing channels
- Strong writing skills - creating engaging copy, press releases and long-form written content, with high attention to detail and a keen eye for creativity and storytelling
- A keen, inclusive communicator with a strong sense of integrity and who can build relationships consistent with BPI's values—internally, among members and externally
- Sensitivity to your position as a communications professional representing the BPI and the industry in which it operates
- Strict respect for copyright and content protocols
- Strong organisation skills and confidence working to high standards with a focus to deliver on priorities – whether working as a self-motivated individual or collaboratively as part of a team
- Engagement with professional development and an interest in developing your skills and talents, with the potential to grow into the role and in due course more senior positions

- Versatility in your approach – able to navigate different ways around an opportunity or issue, and develop creative solutions in order to achieve a goal or to ‘tell a story’

The BPI welcomes applications from suitably qualified candidates of all social backgrounds, including across all genders, ethnicities, sexual orientations, and those who identify as Deaf, disabled or from neurodiverse backgrounds.

Salary and Benefits

- Salary of £30,000- £33,500 pa depending on experience.
- Performance-related bonus.
- Three days of personal volunteering time per annum.
- Private Medical Insurance.
- Permanent Health Insurance.
- Life insurance.
- A hybrid work environment with flexible working policies.
- 25 days annual leave plus bank holidays.

Equal Opportunities & Diversity

The BPI is an equal opportunity employer and any decision to appoint will be made solely based on candidate merit and business need.

We actively encourage the best possible candidates to apply, regardless of their gender, race, age, disability, sexual orientation, religion or political belief. We believe that representation matters, and we are passionate about developing a diverse workforce at all levels of the organisation. We warmly encourage applications from historically under-represented groups, including but not limited to candidates from Black, Asian or ethnic minority backgrounds; members of the LGBTQIA+ community; people who identify as non-binary or gender nonconforming; people with a disability; and people who are neurodivergent.

We welcome applications from Deaf and disabled people. If you have a disability or additional need that requires accommodation during the process of application and selection, please do not hesitate to let us know when applying. Reasonable adjustments we can make include, but are not limited to, extra time during tasks, using a different video conferencing application, providing a British Sign Language interpreter or holding the interview at a specific time of day.

Application Process

We know that applying for a new job can be full of uncertainties and we look to provide upfront information where possible. Our process for recruiting this role will comprise a minimum of four and maximum of five stages. After each stage, we will contact you as soon as possible to inform let you know if you will be progressing to the next stage.

The closing date for applications is Friday, 20th September

Stage 1

Submit a CV and cover letter each totalling no more than one side of A4 [here](#). These will be considered on a name blind basis by our recruiters. Following your application, you may be invited to a pre-screening call with our recruiters. Calls will take place on a rolling basis.

Stage 2

45-minute virtual interview with members of the Communications and Public Affairs team to be held the week commencing **Monday, 23rd September**. Interviews can be scheduled flexibly if needed.

Stage 3

A strategic and/or practical task to be prepared in advance will be set for stage 3 candidates around digital content creation.

60-minute in-person interview with members of the senior leadership team to be held the week of **Monday, 7th October**, part of which will be to discuss the prepared task.

Stage 4

Employment offer, subject to reference