



Reaching every BSL user with more of the programmes that they love to watch

Role Description: Audience Engagement Officer

Full-time

Salary according to skills and experience

London-office based

(Will consider a home-based person who can occasionally travel to our office, if beyond reasonable commuter distance)

Role Purpose

This role reports to the Audience Engagement Manager and its purpose is to work with the Audience Engagement Manager to build the audience for BSL Zone [television] programmes by developing the relationship between BSL Zone and the core Deaf audience as laid out in the Strategic Communications Plan 2022-2024 and a new one to be planned for 2024 onwards.

Key responsibilities:

Communicating with our Core Deaf Audience

Website and App (www.bslzone.co.uk)

- To contribute to the writing and editing of bilingual content of the website and app
- To create, select and process images for publishing on the website and app

Promotional Plans

- To help with the design and creation of promotional content for showcasing programmes on the BSL Zone website and app
- To implement the promotional plan for Category 2 and 3 projects under instruction from the Audience Engagement Manager
- To liaise with any external designers where required for the design and creation of promotional assets for Category 2 and 3 projects

Social Media for BSL Zone

- To agree the general format/s of social media posts with the Audience Engagement Manager
- To contribute innovative ways to present online content across various social media platforms
- To liaise with the presenters and contributors on script creation and sharing on social media
- To handle feedback and to reply to queries and comments received directly through our website and social media, both in English and BSL

In person

- To contribute to plans for events and festivals and to engage with audience members at both
- To support the Audience Engagement Manager in engaging with key schools and colleges for Deaf students

Other

- Supporting data collection and analysis to evaluate activities and projects to inform future plans
- Providing general administration support, including contract administration
- To liaise with contributors on video content for BSL Zone's various platforms and to support its development and editorial maintenance
- To keep up to date with developments in the communications world
- Any other responsibilities within the broad scope of the role as may be reasonably required

Employees are also required to comply with all BSLBT policies and relevant legislation.

Person specification

Essential skills, experience and competencies:

- Commitment to and support for the aims, work and values at BSLBT
- Have experience in using social media professionally (notably Facebook, Twitter, YouTube and Instagram)
- Have experience in filming and editing short, simple digital videos
- Have experience of preparing BSL or written English content for publication (online or offline)
- Have professional experience in design, and/or selecting and processing images
- Have excellent attention to detail with words and numbers
- Be an experienced and confident user of Microsoft 365
- Have excellent BSL and written English skills
- Have experience of living or working in the Deaf community
- Be flexible, organised, self-motivated and able to work alone/remotely and as part of a team
- Be creative, enthusiastic about developing technologies and keen to learn

Desirable skills, experience and competencies:

- Have professional experience in uploading content to a website
- Have an understanding of how social media is constantly evolving, what is trending, and of a wider range of social media platforms, including Tik Tok
- Be familiar with BSLBT and BSL Zone programmes

This is a description of the job as it is presently constituted. It is the practice of BSLBT to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed.