



# HENLEY ROYAL REGATTA

<b>Job Title</b>	Broadcasting & Digital Content Production Manager
<b>Reports to</b>	Chief Executive
<b>Location</b>	Regatta Headquarters, Henley-on-Thames
<b>Contract</b>	Freelance / Part Time

## **Background**

Founded in 1839, Henley Royal Regatta (HRR) organises and stages the world's pre-eminent annual rowing Regatta on the river Thames in Henley-on-Thames, with associated official spectator facilities and accompanying retail and hospitality operations.

After a break of 40 years since Henley was previously covered on television, in 2015 the Regatta commissioned Sunset+Vine to produce live coverage of all five days of racing, which was streamed around the world on YouTube, and on the BBC on Finals Day. The production pioneered the use of live pictures from a drone, and was nominated for a BT Sports Industry Award for Innovation. Since 2016, the Regatta has been streamed on YouTube and on BT Sport in the UK.

We are now looking for a part-time Broadcasting & Digital Content Production Manager to oversee the continued development of the Regatta's work in the production of live and on-demand content for linear and digital viewing, and the Regatta's social media publishing. This role will report to the Chief Executive, and will also work closely with the Broadcasting & Digital Working Group - a sub-group of the Committee of Management.

## **Broadcasting & Digital Content Production Manager Responsibilities**

1. Lead continuous improvement and development of our broadcast & digital performance at each Regatta
2. Develop relationships on behalf of HRR with broadcasters
3. Develop distribution and monetisation of HRR content
4. Develop and implement effective and secure archive strategy for existing and future content
5. Lead further development and implementation of purposeful and best-in-class of social media strategy & presence for our members, competitors, fans and broader audience
6. Own the totality of the production budget and carefully manage costs
7. Own and develop as required, relevant contractual relationships with third parties
8. Own and deliver regular reporting to the Committee of Management
9. Oversee purposeful production of short-form digital content
10. With the Partnerships Manager, facilitate sensitive integration of the Official Partnerships into our digital and broadcast, content consistent with HRR's values and editorial guidelines
11. On location production management during filming both before and during the Regatta

## **Profile/skill set of ideal candidate**

1. Experience of linear & digital sports content creation and distribution from within production, broadcast, and/or rights holder, and possibly sponsorship environment
2. Strong creatively, commercially, and in relationship management
3. Strong understanding of how to drive brand reach and value through digital platforms and social media
4. Knowledge of, or involvement in the sport of rowing would be advantageous

**Applications by 24<sup>th</sup> February 2019  
with a covering letter and CV to:  
[productionmanager@hrr.co.uk](mailto:productionmanager@hrr.co.uk)**

**NO AGENCIES PLEASE.**