



Job Title: Digital Content & Engagement Officer

Location: London/Remote Hybrid

Salary: £29,500 - £32,500 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 hundreds of independent music businesses and the UK's three 'major' record companies – 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](#).

The BPI values led in all the work it does. At the BPI we are Championing, Collaborative, Accountable and Trailblazing.

The Opportunity/Job Description

The BPI is recruiting a dynamic, creative, and skilled Digital Content & Engagement Officer. You will be well-equipped to create a breadth of engaging storytelling content across the BPI's platforms which focuses on the work of BPI members and the success of the UK's world-leading recorded music ecosystem; support its company events, industry engagement and activations; and work with impact across the organisation's digital, social media, membership and other channels, including member community management on the BPI's community platform.

Reporting to the Head of Corporate Communications, and working in an integrated way across BPI departments (including but not limited to Innovation and Insight, Content Protection, Policy and Public Affairs), 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 and podcasts and content across the BPI's recently-launched community platform. The successful applicant will also work with the Communications team in support of the BPI's charity The BRIT Trust, managing its website and social posts.

This role would be well-suited to a candidate with an interest in and aptitude for digital content early in their career. The BPI is offering a competitive salary package with a comprehensive benefits package including a flexible working policy.

Key Responsibilities

- Work as part of the Communications and Public Affairs teams and 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
- Assist with BPI membership communications and promoting BPI events – UK based and international – as part of broader industry engagement
- Provide digital comms assistance 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 administration, media monitoring and reporting as required
- Create socials around additional industry initiatives and campaigns, such as the White Label Auction

Ideal Experience

- Demonstrable experience working in digital content creation, social media, or digital communications
- Experience working across a variety of 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

Key Skills

- Ability to create digital content – i.e. infographics, report templates, and edited short-form videos
- Excellent knowledge of the social media landscape, including the latest music and popular culture trends, and comfortable engaging across new and existing channels
- 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
- Awareness of 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 as part of a wider team
- Versatility in your approach – able to navigate different ways around an opportunity or issue, and develop creative solutions to achieve a goal or to tell a story

Salary and Benefits

- Salary of £29,500- £32,500 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.
- Annual Wellness Allowance.
- Electric vehicle scheme.
- 25 days annual leave plus bank holidays.

Equal Opportunities & Diversity

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.

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.

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.

The BPI is proud to be a Disability Committed and Living Wage employer. The BPI is committed to offering an interview to Deaf and or disabled people who meet the minimum criteria for the job.

When you complete your job application form you will find a box at the bottom that says 'Disability Confident Application'. Please tick this box if you identify as Deaf and/or disabled and would like your application to be considered as a part of our commitments under the Disability Confident scheme. If you have a requirement to apply for the role in another format, by video for example, please ensure that you advise us on your application form that you are submitting an application in an additional

format and that you wish to be considered under the scheme. There may be occasions where it is not practicable to interview all disabled people that meet the minimum criteria for the job. In these circumstances we will limit the overall numbers of interviews offered and select the Deaf and/or disabled candidates who best meet the minimum criteria for the job, rather than all of those that meet the minimum criteria.

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 Monday, 31st August.

Stage 1

- Submit a CV and cover letter each totalling no more than one side of A4 [here](#). We ask all candidates to complete the BPI's Equal Opportunities monitoring form, which can be found [here](#). Equal Opportunities monitoring forms are anonymous and are processed independently to your application by members of the team not involved in the hiring process.
- Your application 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 between 17th August – 3rd September.

Stage 2

- 45-minute virtual interview with members of the Communications team to be held from the week commencing Monday, 14th September onwards. Interviews can be scheduled flexibly if needed.

Stage 3

- A practical graphic design task to be prepared in advance will be set for stage 3 candidates, which will be in line with the digital content creation skills required for the role.
- 60-minute in-person interview with members of the Communications and Policy & Public Affairs teams, and potentially the CEO, to be held from the week of Monday, 21st September onwards, part of which will be to discuss the prepared task.



- Although this role is London/hybrid based, at the BPI, we recognise that talented individuals come from across the UK, and we do not want financial challenges to be a barrier to attending in-person interviews. The BPI covers reasonable travel expenses up to £150 for final interviews for candidates whose home address falls outside the M25. To claim this, please speak to your recruiter who can provide details of the BPI's Travel Expense Policy.

Commented [HW1]: For [@Helen Lightwalle-Rees](#) to confirm new wording

Stage 4

- Employment offer, subject to reference