

## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	<b>Podcast Producer</b>
<b>REPORTS TO:</b>	Head of Podcasts
<b>CONTRACT:</b>	18 month fixed-term
<b>LOCATION:</b>	Home-based (London/SE England location preferred)
<b>LEAVE:</b>	24 days per annum
<b>HOURS:</b>	Full time
<b>SALARY:</b>	Up to £33,000 depending on experience

The Prison Radio Association (PRA) is an award-winning charity that has revolutionised the way we communicate in the criminal justice sector.

We developed and run National Prison Radio (NPR), the world's first national radio station for people in prison, providing practical advice, support and inspirational content to people behind bars. The service is available in prison cells across England and Wales via in-cell television.

We're now embarking on an exciting new 18-month pilot project that will transform our work, with funding from the National Lottery's Reaching Communities fund.

We're leaders in using audio to change lives, working with a wide range of statutory bodies, government departments, charities and broadcasters, including national BBC radio networks.

**In 2020 we were named Production Company of the Year at the Audio Production Awards, and won a Gold award for our work at the ARIAS.**

### **OVERALL PURPOSE OF JOB:**

**To create podcasts that entertain, inspire and support people who have been through the prison system.**

We're developing the **Prison Radio Podcast Network**, a stable of engaging, accessible podcasts for people affected by the criminal justice system.

As part of a small podcasting team, you'll create shows that provide a supportive arm around the shoulder at difficult moments, and help listeners prepare for the challenges ahead.

You'll play a key role in developing talent – working with a presenter who's a relative newcomer to broadcasting and nurturing their skills. With direction from our new **Head of Podcasts**, you'll produce weekly shows that will encourage those in the prison system and beyond to get the podcasting habit, and change lives.

**RESPONSIBILITIES OF THE ROLE:**

- Under direction from the Head of Podcasts, develop and produce a weekly show for people who have been through the prison system and are resettling after release, or who are in prison and preparing for release.
- Develop the tone, style, formats and features to ensure the podcasts are a must-listen for people who are impacted by imprisonment and the wider criminal justice system.
- Develop and coach a presenter who will have experience of imprisonment as the front-person for the Prison Radio Podcast Network.
- Develop a cast of regular expert contributors who know the criminal justice system from the inside and can contribute opinions, stories and experiences.
- Manage a presenter and other contributors, and support the Head of Podcasts and other colleagues to create the right team dynamic.
- Produce promotional material for the podcasts as required, including reversioning podcast episodes for broadcast on National Prison Radio and creating spots and short features which explain to National Prison Radio listeners what a podcast is and how to access them once you're released from prison.
- Identify partners who can add value to the content, ensuring our listeners have the best opportunities to understand what support is available and how to access it.
- Communicating with colleagues across the organisation to ensure the project is understood and embraced as part of the overall PRA footprint.
- Ensuring all content meets legal and contractual obligations and suitable editorial standards are met and adhered to.
- Representing and being an ambassador for the PRA.
- Undertaking any other reasonable duties as requested by senior colleagues to contribute to the healthy and successful future of the PRA.

## **WHAT YOU WILL NEED:**

- Considerable experience in the production of successful podcast projects in a professional environment, with the ability to demonstrate your contributions to that success.
- An understanding of the difference between podcasts and traditional radio, and of the way that listeners consume podcasts.
- An excellent ear for audio, presenter-led content and sound design. Real attention to detail, with high-quality production skills, a critical ear and the ability to ensure output is tight and grabs the listener.
- Excellent technical ability at recording, editing and mixing audio content.
- Experience of working with and developing new presenting talent.
- Excellent editorial judgement, and an understanding of the particular editorial sensitivities around the criminal justice system.
- A thorough understanding of podcast marketing and audience development, with the ability to demonstrate a creative attitude and approach to this aspect of podcasting.
- An understanding of podcast analytics and an ability to interpret listener data with an eye on product development.
- First-rate communication skills, with the confidence to represent the PRA in public and the ability to create strong relationships across the PRA team.
- Experience of coaching colleagues and being part of an environment that results in excellent performance.
- A great contact book of relevant big-name influencers and guests to help amplify the profile of the PRA podcast network.
- Strong ability to collaborate and build enduring, positive relationships.
- Excellent organisational and administrative skills to prioritise workloads, meet deadlines and respond flexibly to rapidly changing priorities.
- Strong influencing and negotiation skills – ability to present sound arguments to convince others.
- A thorough understanding of and commitment to the aims and values of the Prison Radio Association.
- An understanding of the criminal justice system and the role of the PRA within it.
- An understanding of the pressures and opportunities that come with working in the charitable sector.