

## **Head of Streaming and Digital**

### **Purpose of the role**

This is a role that is pivotal to the transformation required for S4C to achieve our strategic objectives for 2025 – 2030, leading on S4C's multi-platform and digital-first publishing strategy.

The Head of Streaming and Digital will ensure that our content is available, and visible, on the most suitable platform for the target audience.

The role will involve working with the commissioning, publishing, digital, marketing, research and product development teams, to ensure that all S4C content is distributed and prioritised across the most relevant digital platforms, meeting the needs of our audiences and ensuring the best value for S4C. The head will ensure that S4C is:

- Attractive, in terms of format and choice of content on our platforms through effective curation and strong images.
- At the forefront regarding new technological advances on our own player, to enhance viewing experience.
- Prominent and attractive on 3rd party platforms, such as BBC iPlayer and YouTube.

The head will contribute to steering our content to meet the demands of our digital audiences and the cultural change needed for digital transformation with external partners and stakeholders across the sector.

You will have experience of producing multi-platform content and a good understanding of publishing strategies on digital platforms.

A leadership role in this department will be vital to ensuring that we protect S4C in the future in the new challenging market while developing skills and understanding of the production sector.

### **The Department**

The digital team works closely with the Commissioning, Planning, Marketing and Research teams to implement multi-platform publishing plans.

### **Main accountability and responsibilities**

- Multi-platform Content and Publishing Strategies
- Streaming vision
- Lead the digital team
- Relationship with our Suppliers
- Maximise audience engagement

### **Job description**

- Work closely and be accountable to the Chief Content Officer to ensure that suitable, diverse and original content is delivered for the various platforms.

- In collaboration with the Head of Planning, contribute to a multi-platform style, tone, presentation and schedule that creates digital content headlines throughout the year.
- Contribute to the development of a content publishing strategy on various platforms, in order to attract wider audiences to S4C, and monitor the performance and reach of the service on those platforms.
- Provide guidance to the Digital Content Lead, Social Media Manager and the wider team on all aspects of content and publishing on digital platforms, ensuring compliance, standards and an effective publishing strategy.
- Contribute to the Digital News Publishing Strategy, by collaborating with the Commissioner and relevant Editors.
- Assist in the process of leading change to ensure that there is an operational plan that will ensure that new working patterns are defined and incorporated as part of normal business that meets the requirements of S4C's strategy.
- Collaborate and build strong relationships with the production sector and other external partners.
- Contribute to the use of new technologies, data analysis and innovation in digital content streams.
- Encourage integration between traditional broadcasting and S4C's digital platforms to create a unified audience experience.
- Oversee the digital content strategy, including short formats, on-demand content and interactive approaches.
- Develop plans that use data to increase and retain digital audiences, maximising user experience and personalising content.
- Collaborate and innovate with the research team to deliver decisions.
- Oversee S4C's social media strategies to strengthen the brand's presence and engage with the audience.
- Lead on cross-departmental collaboration, especially with the marketing team and on digital campaigns to make effective use of resources and ensure successful engagement with audiences.
- Use data and insights to improve content discovery and engagement across platforms, and ensure that we set effective metrics for digital content performance.
- Collaborate with the Publishing Department to ensure effective delivery and publication.

- Any other reasonable duties.

### Person Specification

Feature	Essential	Desirable
<b>Experience</b>	<p>The ability to create suitable, diverse and original content plans delivered for the various platforms.</p> <p>Create a digital multi-platform schedule throughout the year.</p> <p>Experience of developing a content publishing strategy on various platforms.</p> <p>Experience in attracting audiences, monitoring performance and reach of platform services.</p> <p>Provide experience of managing and leading a team.</p> <p>Experience of working within compliance rules, to maintain standards and an effective publishing strategy.</p> <p>Experience of collaborating closely with relevant stakeholders across departments.</p> <p>Experience of encouraging and managing change.</p> <p>Experience of collaboration and building strong relationships with the production sector and other external partners.</p> <p>Experience of data analysis and innovation in digital content streams.</p> <p>Experience of considering the needs of traditional broadcasting and digital platforms.</p> <p>Experience of developing plans that use data to increase and retain digital audiences, maximising user experience and personalising content.</p>	
<b>Skills and Knowledge</b>	<p>A deep understanding of consumer trends and digital platforms including YouTube, BBC iPlayer, and other media players.</p>	

	<p>A clear vision for the future of digital content and multi-platform publishing strategies.</p> <p>An "audience first" mindset – able to define and serve the needs of diverse audiences, especially young digital audiences.</p> <p>Skills in creating content and experiences that are engaging, relevant and effective for different audience segments.</p> <p>The ability to communicate correctly, orally and in writing to a good standard in Welsh and English.</p>	
<b>Personal Characteristics</b>	<p>Experience of building and leading multi-skilled teams and interdisciplinary departments.</p> <p>A keen eye for visual presentation and effective communication through content.</p> <p>Have a flexible and innovative attitude – ready to experiment and learn quickly in a changing landscape.</p> <p>Able to deal with uncertainty and adapt to new priorities quickly and efficiently.</p> <p>Identify with S4C's core values: <b>Be Your Best, Proud of S4C, Celebrate Everyone, Go For It.</b></p>	

## Further Details

**Location:** S4C has offices in Carmarthen, Cardiff and Caernarfon and operate a hybrid working policy. You are expected to travel to wherever S4C reasonably orders from time to time.

**Salary:** £80,000 per annum

**Contract:** Permanent

**Probation Period:** 6 months

**Working Hours:** 35.75 hours per week. Due to the nature of the position, flexibility is expected, including working outside office hours, some weekends and bank holidays.

**Holidays:**

In addition to the statutory bank holidays, you will be entitled to 26 days of paid holiday per year. (Please note that the annual leave will be pro rata if working part time).

**Pension:**

Paid staff are entitled to join a Group Personal Pension Scheme subject to the terms of any existing scheme which is amended from time to time. If you are a member of the Group Personal Pension Scheme, S4C will contribute 10% of your basic salary to the Scheme. You will be expected to contribute 5%.

**Applications**

Applications should be sent by **12.00 on Monday 16 June 2025** by completing this [application form](#).

**Interview Date: Thursday 26 June 2025**

CV's will not be accepted.

Applications may be submitted in Welsh. An application submitted in Welsh will not be treated less favourably than an application submitted in English.

**AI Use**

If you choose to use AI or similar tools, please ensure your responses are accurate, truthful and reflect your own experience and words. Applications that are not original or are AI-generated may be rejected.

During the interview, the use of AI or recording tools is not permitted unless agreed in advance for accessibility reasons. Any evidence of unauthorised use may result in your application being withdrawn.

**Equal Opportunity and Diversity**

S4C does not allow discrimination based on gender, race, colour, disability, ethnic background or social-economic background, age, family status, marital status or civil partnership, part-time or full-time employees, religion, politics, sexual orientation, gender reassignment, pregnancy and maternity, language use (except where the ability to communicate in Welsh is necessary for the post) or any other irrelevant difference, and it is committed to considering diversity in a positive way. S4C welcomes and encourages job applications from groups that may be under-represented, including females, black and minority ethnic people and people with disabilities. Open and fair competition principles are in operation and appointments are decided on merit.