



Lead Content Creator

Grade: 7

Directorate: Fundraising & Marketing Communications

Location: HQ, Slimbridge

Reporting to: Content Producer

Main function of post: A core member of the Content team producing engaging, targeted audio-visual content with a focus on social media. Support the volunteer network and train colleagues on content creation, managing the safe running of the content team servers, and contribute to the ideation and population of the overarching editorial plan.

Supervisory responsibilities: A network of centre based volunteers

Responsibilities of the post

1. To plan, storyboard, shoot and edit or support staff and volunteers in shooting and editing:
 - Campaign and centre promotional films
 - short videos for social media and the website
 - video news releases for the PR & campaigns teams as required
2. To support WWT's branding with respect to multimedia production across WWT's HQ and Centres, working with the Creative and Design manager to ensure consistency and up to date assets.
3. To act as the lead for developing video and audio content that supports WWT's programme work, supporter and visitation objectives, from concept to direction, shooting and editing, taking a creative visual lead on the final outcome.
4. To support the Social Media Manager/team editing video content for use on a range of channels and formats
5. To oversee all kit and technology for the Content team including buying products, organising repairs, working with IT support to troubleshoot, backup and repair server and other tech issues
6. To liaise with other members of WWT staff across directorates, including management board and external partners, in arranging, storyboarding and directing video or photo shoots, to ensure the best result is obtained from the shoot.

7. Develop creative video ideas for a variety of projects e.g. communications and marketing campaigns, corporate bids, and conservation materials using specialist knowledge of WWT's visual archives.
8. To provide technical support, training and advice to sites and Central Directorate colleagues and volunteers on media production and file manipulation, including formal training sessions for photography, videography and editing.
9. To proactively attempt to fill the WWT photography and video gap list in between briefed jobs, getting out into the field to capture content for a range of digital channels including social media.
10. To work with the Content Manager and other content creator on research, testing and experimenting with different digital interpretation technologies, including aerials, 360 degree, 3D, live broadcasting, interactive video etc.
11. To ensure the accurate logging and filling of all audio-visual files in a systematic and easy use manner, adapting systems and processes and leading on the implementation of new software and technology as it becomes available.
12. To work alongside volunteers encouraging, developing and supporting them in their work for WWT, ensuring that they have a positive volunteering experience.
13. To be responsible for working within the WWT health and safety policy and guidelines ensuring that the health, safety and wellbeing of yourself and others is an integral part of how you work.
14. To be responsible for engaging with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: May 2015

Amended: June 2022

Person Specification

1. Qualifications

Essential:

- Degree level or equivalent experience in a multimedia discipline

Desirable:

- Qualification in marketing /content production or natural sciences

2. Experience

Essential:

- Experience in editing in Final Cut Pro X or Adobe Premiere Pro, and all the suite of Mac Software
- Experience with different camera types, kit items and filming processes and techniques
- Experienced in Adobe Lightroom
- Confident in colour correction and colour grading
- Experience of shooting and editing visual content for digital channels with an emphasis on social media
- Experienced in audio editing and correction
- Highly tech savvy and comfortable with file handling across systems, Mac networking etc.

Desirable:

- Some experience of administrative work and financial processes
- Experience of using In Design software, Motion Graphics, Adobe After Effects, 360 stitching software and any other multimedia software

3. Managerial & Supervisory

Essential:

- Ability to supervise, train and motivate volunteers

Type of staff	Number managed	Number supervised
Employed Staff	0	0
Volunteers / Casual Workers	0	1
Contractors	0	0

4. Responsibility

Essential:

- To liaise and coordinate the production of media footage as required, sometimes with high-profile ambassadors or senior management
- To assist the other content creator to manage the server system that stores all of WWT's content alongside IT team and ensure it is backed up
- To provide effective and efficient technology and equipment support to the media team
- To undertake shooting, editing and digital tasks as required
- Confident interviewing technique and directing others in a shoot situation
- To mentor and offer professional support to less experienced content creators or other directorates
- To ensure that WWT's social channels are provided with on-brand visual content of a high standard

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	£6,000 (equipment budget)
Cash Handling	N/A
Assets (required for job, exc. buildings)	£8,000
Visitors (per annum)	N/A

5. Creative Ability

Essential:

- To plan, storyboard, shoot and edit video footage in a creative and engaging way
- To research and develop ideas for creative content on a regular basis with the wider brand and content team
- To act as the audio-visual content lead on a range of cross-directorate projects, directing shoots and overseeing edits
- To create visual concepts in partnership with other team members in order to create effective and engaging content for a range of channels
- To understand different digital platform requirements and edit techniques and trends so that WWT's content is fully optimized for each channel, primarily social media and the website
- Understanding of storytelling techniques, particularly using short-form video
- To be adaptable and work within existing resources
- To identify and share ideas and new ways of working that help the team and WWT develop
- Ability to organize and co-ordinate production activities to ensure they run smoothly

Desirable:

- Can pilot and film with a drone

6. Contact

Essential:

- To deal with other departments and centres on routine matter as well as influencing activities and processes
 - To liaise with senior management on filming projects, often working around busy schedules
 - To liaise with external contacts and VIPs on filming projects as and when required
 - To liaise with suppliers and contractors as needed
 - To train and provide feedback to all volunteers and other departments
 - To deal with all external enquiries in a polite and efficient manner
 - To assist with the recruitment and selection of volunteers
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General Notes

This position will from time to time require work during some evenings, weekends and public holidays to meet the needs of the post.

Whilst this post is based at WWT Slimbridge, travel will be necessary therefore a current driving licence is essential as is willingness to travel to other WWT Wetland Centres.