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# Media Production – Great Ouse Wetland project

**Directorate:** Communications

**Reporting to:** Head of Media Production

**Main function of the post:**

Working within the Ouse Washes Landscape Partnership (OWLP), supported by the Heritage Lottery Fund, to run and deliver a wildlife media production project promoting the Great Ouse Wetland and the Ouse Washes LP landscape as a wildlife destination, through showing changing wildlife throughout the year and involving characters from the community as presenters. The role is also responsible for the marketing of the project and the content to media and the tourism industry.

**Supervisory responsibilities:** Volunteers

**Centre:** WWT Welney, with some travel to WWT Slimbridge

**Grade:** 6

**Hours worked:** 30 hours per week, to be worked on a flexible basis to meet the needs of the job. This is a fixed term contract for 14 months

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## Main duties of the post

1. Film the wildlife spectacles of the region through an entire year, creating a wildlife video diary incorporating the Great Ouse Wetland and other relevant locations within the OWLP area.
2. Create links with both cultural and social heritage within the local communities/parishes of the OWLP area
3. Edit and broadcast quality video pieces each week in line with brand guidelines
4. Engage local people in the project as voluntary contributors to filming and telling their story of the area's natural history
5. Film local people as presenters of wildlife and heritage videos to bring a regional perspective
6. Work to promote WWT Welney and key hubs and other nature reserves along the Great Ouse Wetland and the OWLP area as a destination for seeing wildlife, highlighting the wildlife spectacles, OWLP Festival Fortnights and other events, from walks and talks to photography, video and specialist wildlife watching skills courses

7. Work closely with WWT Welney's events team, with staff at Cambridgeshire ACRE, who co-ordinate the OWLP, and with the partnership's other organisations, on events to support promotional activities for the project
8. Distribute the videos to the widest possible audience through pitching the videos as content for local and regional media, and as web content to the tourism industry
9. Work with WWT HQ to develop a promotional video to introduce the project and encourage participation
10. Be responsible for production planning; seeking advice from WWT Welney's centre manager and the central OWLP team at Cambridgeshire ACRE on the wildlife events to focus on throughout the year
11. Online promotion of the programme and videos through social media
12. Coordinate the launch of the project and other events as appropriate, to include pop-up shops and stalls at public events with the purpose of engaging the public, working with volunteers as necessary to support these events.
13. Establish a network with relevant videographers, photographers, cameramen, broadcasters etc in the region, and involve them where relevant.
14. Network and hold workshops and outreach activities with tourism and wildlife organisations across the whole OWLP area, as well as local schools, colleges and other relevant organisations.
15. Work with WWT HQ to develop a multimedia installation at WWT Welney as a functioning studio for public use.
16. Keep HQ and regional colleagues within WWT updated on progress
17. Co-ordinate all the above activities with Cambridgeshire ACRE, especially its Countryside Engagement Officer, and with all other organisations within the OWLP partnership, in particular the RSPB, Environment Agency and Wildlife Trust for Bedfordshire, Cambridgeshire & Northamptonshire, as well as local parishes and community groups, working especially closely with the equivalent postholder at RSPB Fen Drayton.

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 Line Manager shown above.

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**Date raised:** May 2014

**Amended:**



# Person Specification

## 1. Qualifications

### **Essential:**

- Degree level qualification or demonstrable equivalent skill in media production

## 2. Experience

### **Essential:**

- Experienced in wildlife filming and conducting engaging interviews
- Editing complete stories from raw footage, on any professional editing software
- Awareness of the media
- Experience of pitching, promoting, marketing content
- Experience of working with wildlife

### **Desirable:**

- Experience of working in the media and tourism sectors
- Experience of using In-Design software, or an interest in learning
- Experienced in Adobe Photoshop
- Experience of developing and working to clear processes
- Experience in outreach and community engagement
- Experience of setting up and running events
- Experience in a relevant science, or marketing
- Avid user of social media
- Computer, web, and technology literate

## 3. Managerial & Supervisory

### **Desirable:**

- Experience of recruiting and managing volunteers

## 4. Responsibility

### **Essential:**

- To film and edit weekly wildlife videos to a high standard to agreed time lines
- To manage own schedule, working around the sometimes unsociable hours necessary to film wildlife
- Results driven
- Good organisational skills
- Ability to work independently whilst ensuring a network of others are kept up to date on progress

### **Levels of Responsibility:**

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	-
Cash Handling	-
Assets (required for job, exc. buildings)	£20,000
Visitors (per annum)	-

## **5. Creative Ability**

### **Essential:**

- To film and broadcast quality footage of the Great Ouse Wetland landscapes and wildlife
- To edit video footage in a creative and engaging way
- Ability to organise and coordinate interactive events that are engaging and run smoothly
- To think creatively in marketing the content to the broadest possible audience and an online community
- To use online and social media in creative ways to build an audience

### **Desirable:**

- Demonstrable ability to pitch to the media as well as organisations and businesses in the tourism sector.
- Ability to interact with and engage people in a public space
- Demonstrable aptitude for lateral thinking

## **6. Contact**

### **Essential:**

- To be able to build a network of supporters in the region
- Strong outreach and community engagement skills
- To be engaging and convincing in getting others involved in the project

### **Desirable:**

- Working with partners

## General Notes

This is a part time position (30 hours per week), which will from time to time require work during some evenings, mornings, weekends and public holidays to meet the needs of the post.

Whilst this post is based at WWT Welney, some travel may be necessary, therefore a current driving licence is essential as is willingness to travel to other WWT locations.

Cambridgeshire ACRE is based in Littleport, 5 miles from the Welney wetland centre.

