**Content Producer**

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| **Job grade** | **Level 3 (Prof level 1)** | **Reports to** | **Head of Communications and Content** |
| **Directorate** | **Zoos and engagement** | **Function** | **Content** |
| **Contract** | **Permanent** | **Location** | **Regent’s Park** |

**Responsibility for resources**

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| **Direct line reports**  | **NA**  | **Responsibility for other resources**  | **NA**  |
| **Financial resources**  | NA |

**Our vision and mission**

Can you spot a story in a herd of thundering wildebeest? Tell a tall tale about giraffes?

We need to tell nature’s stories bigger and better. We need more people to care about wildlife, and to do more to support nature. We’re looking for a creative storyteller to join our busy communications team to help us increase the depth and reach of our content. Whether it’s features about feathers, or videos about vipers, the role needs a flexible and practical approach to content production that supports our channel and audience managers with their goals.

Reporting into the Head of Communications and working within the wider ZSL (Zoological Society of London) Marcomms department, this role plays a key role in researching and developing a variety of creative content and storytelling outputs for ZSL’s varied communication channels.

The Zoological Society of London (ZSL) is an international conservation charity, driven by science, working to restore wildlife in the UK and around the world. Our vision is a world where wildlife thrives and every role, every person in every corner of ZSL has one thing in common – we are all conservationists, and passionate about restoring wildlife.

**Purpose of the role**

As a global conservation charity working to restore balance to a world facing its biggest environmental challenges ever, it is imperative that ZSL communicates its work with clarity and impact to a broad range of audiences. ZSL needs inspiring, engaging and unique content to achieve its goals and the importance of strong content and copy is not to be underestimated - this post holder will play a significant role in delivering ZSL’s stories to a range of audiences, producing content that can be use across different channels.

In supporting the wider marcomms function with content creation they will have the opportunity to support ZSL’s design team with copywriting, produce content for our digital and social platforms, our publications, and our internal communication platforms. They may also support with production of content for conferences or other high-level meetings.

**Key responsibilities**

The role supports content creation for a range of outputs, including lead responsibility for content development for ZSL’s regular giving campaign – Back from the Brink. Supporters of the campaign receive regular content-rich emails, with videos, articles, news highlights and pictures to showcase the work their donation is supporting. Working closely with the Individual Giving Marketing Manager for this specific workstream, the post-holder will be responsible for planning and producing the varied content and copywriting for these updates, and identifying ways to repurpose and maximise how we use it elsewhere.

The post-holder will enjoy a varied and busy working week, with copywriting and creative content production required across the Society. Working closely with the Head of Comms to develop a rolling annual content plan, they will be integral to us building our brand around four core narratives; protecting species, restoring ecosystems, training conservationists, and creating change.

**Main Duties and Responsibilities**

* Support outputs of communications department with amazing, interesting and engrossing content tailored for the intended audience.
* Produce a constant programme of content outputs to support the comms department to meet its objectives.
* Participate in regular comms meetings and discussions to identify and/or present storytelling opportunities
* Respond to content production briefs from various ZSL departments in a timely and efficient manner – ensuring all briefs are delivered to an exceptionally high standard and on time.
* Produce and maintain an annual rolling schedule of regular planned feature content that supports the key pillars of our work – protecting species, restoring ecosystems, training conservationists, and creating change.
* Create exciting and engaging content for ZSL’s supporter outreach ‘Back from the Brink, including copywriting, video planning and production, sourcing imagery and ensuring full approval from all stakeholders for all content.
* Ensure all content – copy, imagery, video – is produced in accordance with ZSL’s brand guidelines – and be a leading example of how to use ZSL’s brand to best achieve ZSL’s mission.
* Always develop content with inclusivity and accessibility in mind.  The role will be instrumental in delivering ZSL’s brand strategy and by so doing mould the external perception of the organisation.
* Contribute to content planning and brainstorming sessions for campaigns, launches and media activity. Keep up to date with ZSL news, developments, and updates to ensure all content produced is accurate and in line with latest projects.
* Support marcomms team with wide-ranging and non-channel specific communications plans for key campaigns and media activity. Develop unique content that can be used across a variety of platforms to ensure ZSL’s work continues to cut through and stand out from the crowd.
* To manage organisation and storage of produced content, so that it can be easily accessed by all internal stakeholders.
* To ensure all expenditure is kept within the agreed budget.

The duties and responsibilities described are not a comprehensive list and additional tasks

may be assigned from time to time that are in line with the level of the role.

**Person Specification**

***The person specification is very important as it provides all of the detail required to accurately evaluate the position. This includes the criteria on which to judge whether candidates meet the requirements of the job at shortlisting and interviewing stages. It also provides guidance to candidates on what to include in their application making it easier to shortlist.***

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| Experience  |
| Essential  | * Proven ability to create fresh, engaging content that meets the needs of the given brief – able and willing to employ a variety of tactics and approaches across a range of media.
* Experience writing lively, persuasive copy that is considerate of both audience and objective. Excellent writing skills are a given, along with a keen eye for detail.
* A visually literate approach to work; experience with picture and video as well as written content and the know-how to match images and words to tell an engaging story.
* Experience and good understanding of social media channels and how to tell stories using them.
* Familiarity with managing competing priorities and related stakeholder management
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| Desirable   | * Art direction experience
* Experience working on extremely limited budget, and a creative approach to mitigate
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| Knowledge and skills  |
| Essential  | * Able to shoot video using iPhone or similar. Able to edit content in Capcut, and use in-app video editing software on TikTok, Instagram, Facebook.
* Know how to adapt tone of voice and style for different audiences and channels.
* A personal drive to deliver quality work, to a consistently high standard.
* A flexible, adaptable and positive approach to work with equal ability to manage long-term briefs and deliver on short-notice requests to consistent standards.
* Comfortable receiving and taking on board feedback on content production from internal stakeholders.  Advanced skills in using MS office packages, specifically Excel and PowerPoint or equivalent software packages will be acceptable.
* Excellent time management skills in order to meet briefs from internal clients.
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| Desirable  | * Great relationship management skills and ability to maintain key links with relevant staff in order to gather and produce high quality content.
* The ability to work with non-comms focused departments and people, motivating them to support the broader communication goals and understand the wider work of the ZSL communications department.
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| Additional requirements  |
| Essential  | * Regular time on site is required (expect 3-4 days min each week) to maintain awareness and acquisition of content, news and developments and to manage work on site. The position will be primarily based at ZSL’s HQ in Regent’s Park (London Zoo), where Tuesdays are a fixed day in the office for the whole comms department. The nature of the job will also require working away from the main office, either at Whipsnade Zoo or at ZSL’s field-based science and conservation projects.  Hybrid/remote working can be accommodated in line with the needs of the role.
* Working hours is a basic 37.5 hours, however the nature of the job will require occasional evening and weekend work. Travel will be required to gather content from conservation projects, or key conservation conferences and summits.
* Ability to travel to different locations is essential (a driving licence is desirable)
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