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**Learning Content Producer**

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| **Job level** | **Level 3a** | **Reports to** | **Zoological Professional Development Manager** |
| **Directorate** | **Zoos and Engagement** | **Function** | **Conservation Education** |
| **Contract**  | **Full-time, 12 months** | **Location** | **Regent’s Park/Hybrid** |

**Responsibility for resources**

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

**Our vision and mission**

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**

Linking to the Training Conservationist strand of the ZSL 200 Strategy, the post holder will play a key role in delivering ZSL’s Conservation Education work. Working closely with subject matter experts across the organisation, the post-holder will work on developing, delivering and uploading online learning content for students and professionals. ZSL needs inspiring, engaging and unique content and the importance of strong content and copy is not to be underestimated - this post holder will create varied and engaging content (copy, imagery, video) for ZSL’s first online learning courses. They may also support with production of content for other educational purposes.

**Key responsibilities**

* Plan and create engaging learning content (copy, imagery and videos) for ZSL’s online training courses.
* Provide on-site video and audio recording, editing and post-production services.
* Participate, contribute and help to guide regular meetings and discussions with ‘subject matter experts’ to identify and/or present storyboards or course outlines.
* Build and maintain relationships with ZSL colleagues to develop online courses that incorporate sound pedagogical approaches.
* Work within online learning platforms to build courses, monitor deployment of materials, and troubleshoot problems.
* Identify new ways to improve the user experience for the online audiences.
* Ensure all content is produced in accordance with ZSL’s brand guidelines and digital style guide and approval from stakeholders is sought.
* Always develop content with inclusivity and accessibility in mind.
* Ensure digital learning content is maintained, reviewed, updated and meets high production standards.
* Work with Zoological Professional Development Manager to identify impact measures and KPIs for online learning programme and support evaluation of learning content.
* Ensure all work is delivered in a timely and efficient manner.

In addition, the Learning Content Producer will form part of the Conservation Education team and be required to support the day-to-day work of the team when required. 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**

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| Experience |
| Essential | * Experience working on online learning projects, creating content that considers both audience and learning objectives.
* Excellent writing skills are a given, along with a keen eye for detail.
* Experience with picture and video as well as written content.
* Experience contributing to learning activities either in person, or online.
* Proven ability to create fresh, engaging content that meets the needs of the given brief.
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| Desirable  | * Art direction experience.
* Experience working on extremely limited budget, and a creative approach to mitigate.
* Experience and good understanding of social media channels and how to tell stories using them.
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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.
* Know how to adapt tone of voice and style for different audiences and channels.
* Understanding of different pedagogical approaches that can be applied to maximise learning.
* Great relationship management skills and ability to maintain key links with relevant staff in order to gather and produce high quality content.
* A personal drive to deliver quality work, to a consistently high standard.
* A flexible, adaptable and positive approach to work.
* Comfortable receiving and taking on board feedback on content production from internal stakeholders.
* Familiarity with managing competing priorities and related stakeholder management.
* Advanced skills in using MS office packages, specifically Excel and PowerPoint or equivalent software packages will be acceptable.
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| Desirable | * Experience delivering learning programmes with a science and/or environmental focus.
* Knowledge of current environmental issues and sustainable actions that can be promoted to mitigate environmental impact.
* An understanding of BIAZA, EAZA and the wider zoo community.
* An understanding of the role that zoos, and other informal learning environments, can play in supporting young people, and engaging the public in environmental issues.
* Knowledge of the work of ZSL.
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| Additional requirements |
| Essential | * Regular time on site (London Zoo) is required to maintain awareness and acquire content, but our team is flexible and hybrid/blended working can be accommodated.
* The nature of the job will also require working at Whipsnade Zoo or other field-based sites. It may also require occasional evening or weekend work.
* Strong commitment to creating a culture that lives ZSL values and commitment to safeguarding, equality and diversity (collaborative, inspiring, inclusive, innovative, impactful and ethical).
* To comply with and promote Health and Safety policies and procedures.
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