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**Digital Content Creator Apprenticeship**

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| **Job grade** | **0** | **Reports to** | **Digital Content Manager** |
| **Directorate** | **Conservation Zoos** | **Function** | **Content and Communications** |
| **Contract** | **Full-time, 18 month contract** | **Location** | **Regent’s Park/Whipsnade Zoo** |

**Responsibility for resources**

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| **Direct line reports** | None | **Responsibility for other resources** | Managing customer data in line with GDPR regulations. The role will have responsibility for equipment, including PC’s and camera equipment used within ZSL. |
| **Financial resources** | None |

**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**

This role is designed to provide unique and fascinating educational resources to wider audiences while being hand-on and creative. The Digital Content Apprentice will work with the Digital Content Manager , supporting the digital footprint of our science-led conservation charity, including our two Zoos. This extends to our websites, social media outputs and our presence on websites used by educators to inform, inspire and empower the next generation of conservationists.

You will also work with a nominated learning provider to develop occupational standards (knowledge, skills and behaviours) as set out in the Level 3 Content creator apprentice standard (https://www.instituteforapprenticeships.org/apprenticeship-standards/content-creator-v1-1).

**Key Responsibilities**

* Develop written and audio-visual digital content in line with the brief and budget/costs.
* Upload content to digital channels and maintain them longer-term to ensure they remain up-to-date.
* Liaise with internal ZSL experts to shape and create digital resources that meet educators’ needs.
* Plan, film, and edit educational video resources to make our expert-led science more accessible to educators.
* Be supported to develop digital content management skills.
* Support the team with administration and coordination of Digital content activities.
* Collaborate with the Community & Learning team - creating content against national curriculum learning objectives, including some desk-based research, planning and reporting.
* Evaluate the effectiveness of the content produced against the original plan and recommend improvements.
* Work with other members of staff at ZSL to ensure activities and projects run smoothly.
* Identify and explore areas of work that are of personal interest to you.
* You will work towards a Level 3 Content Creator qualification during your employment.

The duties and responsibilities described are not a complete list and other tasks may be assigned from that are in line with the level of the role.

**Person Specification**

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| Experience | |
| Essential | * Confidence using computers and Microsoft applications * Personal or professional experience creating digital content * Grade 4 or above in GCSE English, Maths * An interest in digital content platforms (ie social media channels) * A meticulous attention to detail |
| Desirable | * Experience creating digital content both written and visual * Grade 4 or above in Biology and a creative subject * Ability to write compelling copy with good grammar and spelling * Confidence using camera equipment * Confidence in video editing |
| Knowledge and skills | |
| Essential | * Motivated to work towards conservation of animals and their habitats. * Interpersonal skills to work well with colleagues and visitors. * Time management skills and the ability to meet deadlines. * Flexible, ‘can-do’ attitude. * Openness to creating digital content around challenging subjects. * Enthusiastic and motived * Knowledge of the wider work of ZSL. * Knowledge of Microsoft Excel and video editing software * A keen interest in animals, science and biology. |
| Desirable | * Experience of uploading content * An appreciation of the role that zoos can play in inspiring young people and bringing deeper connections between people and wildlife. * An understanding of how to tailor digital content for end-users with accessibility requirements. |
| Additional requirements | |
|  | * This post will include regular filming of animal necropsies (port mortems), The post holder will therefore need to be comfortable around animal dissections. * This post will require some outside working with direct exposure to the weather. * The post holder must be able to reach both of our conservation Zoos on a regular basis. * Some infrequent weekend or evening working may be required to fit around shoot timings. * This post will require the post-holder to be onsite for some of the week, but flexible working may be possible for editing days etc and can be discussed. * 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. |