



## JOB DESCRIPTION

# JUNIOR CONTENT PRODUCER



**SAVING SPECIES FROM EXTINCTION | [WWW.DURRELL.ORG](http://WWW.DURRELL.ORG)**

**DURRELL WILDLIFE CONSERVATION TRUST** is a Registered Charity with the Jersey Charity Commissioner, registered charity number. 1  
**DURRELL WILDLIFE CONSERVATION TRUST - UK** is registered in England and Wales. A charitable company limited by guarantee. **REGISTERED CHARITY NUMBER** 1121989  
**REGISTERED COMPANY NUMBER** 6448493 **REGISTERED OFFICE** c/o Intertrust Corporate Services (UK) Limited, 35 Great St. Helen's, London EC3A 6AP

**PATRON** HRH The Princess Royal **FOUNDER** Gerald Durrell, OBE, LHD **HONORARY DIRECTOR** Lee Durrell, MBE, PhD **CHIEF EXECUTIVE OFFICER** Lesley Dickie, PhD

# INTRODUCTION TO DURRELL

Durrell Wildlife Conservation Trust is an international charity working to save species from extinction. Headquartered in Jersey in the Channel Islands, Durrell focuses on the most threatened species in the most threatened places.

Established by author and conservationist, Gerald Durrell, in 1959, Durrell delivers its conservation mission through our three integrated core areas of operation.



**A centre of excellence  
in animal husbandry,  
research, training and  
education**



**Training future  
conservation practitioners  
and monitoring and  
evaluating conservation  
science which underpins  
all Durrell activities**



**Conservation action  
where it is needed most**

With a track record of 60 years, Durrell leads some of the world's longest running and most successful species and habitat recovery programmes. The quality of our work is equally as important as how we deliver it. Our values, underpin how we approach our work and the work environment we create.



# OUR VALUES

## PURPOSEFUL

We are clear on why we do what we do, are connected as an organisation, we understand and demonstrate enabling / delivery, we are passionate about what we do and work tirelessly to achieve it.

## ACCOUNTABLE

We are accountable for our actions. we act with integrity and always have the best interests of the Trust at heart. We take it upon ourselves to update our knowledge and deliver excellence, and our ethics are of the utmost importance.

## SUPPORTIVE

We develop and encourage our staff, we work as a team, work well with other departments and trust and respect each other. We promote a learning culture, treat people fairly, encourage diversity in the workplace, and value the opinions and views of others.



# JOB PURPOSE

To assist the Communications Team in producing regular written, photographic, and video content for Durrell and Jersey Zoo's social media channels and other online and offline communications to raise awareness of Durrell globally and drive visitors to Jersey Zoo, ultimately leading to income generation and an increase in supporters.

**JUNIOR CONTENT PRODUCER**

**DEPARTMENT**

Communications & Fundraising

**REPORTS TO**

Content Producer

**CONTRACT**

Permanent

**HOURS**

Full-time (35 hours per week)

**LOCATION**

Jersey



# KEY RESPONSIBILITIES

- To support the day-to-day activity of Durrell and Jersey Zoo's social media accounts (Facebook, Twitter, Instagram, LinkedIn and YouTube), including scheduling content and interacting with followers by responding to messages and comments.
- To write copy and produce photographic and video content tailored for different social media platforms.
- To assist with sorting and editing photographic and video content using Adobe Lightroom, Photoshop, and Premiere Pro.
- To assist with the planning and delivery of social media campaigns to promote various aspects of Durrell, including zoo visitation, fundraising appeals, memberships, events, retail, adoptions, experiences, accommodation, jobs, and courses.
- To work with other departments within the organisation to communicate Durrell's latest news via social media posts, articles and videos.
- To keep up to date with the latest social media trends and generate ideas on how we can utilise them across Durrell and Jersey Zoo's platforms.
- To produce live content for social media during events.
- To respond to media enquiries – providing information, photos, videos and copy.
- To assist with organising and maintaining a media database for images and video content.
- To support the delivery of online fundraising and community events.
- To support the production of Durrell's Members' magazine, Wild Life.
- To work with the Graphic Design team to create social media graphics when required.
- To assist with social media reporting when required.
- Any other duties requested by the Content Producer, Communications Manager or Director of Communications and Fundraising.

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# BEHAVIOURS

- Positive outlook and can-do attitude.
- Ability to work with good humour under pressure.
- Demonstrates initiative and accountability in problem solving.
- Team spirited and an inclusive, supportive approach.
- Maintains a positive and respectful level of communication with colleagues.

# KNOWLEDGE, SKILL AND ABILITY

## ESSENTIAL

- Good communicator who is passionate about storytelling.
- Excellent copy writing skills and attention to detail.
- Engaged and informed with different social media channels.
- Well organised and thrives in a fast-paced environment.
- Good customer service ethic.
- Works well in a team and independently.
- Educated to A level standard.
- Takes pride in being systematic and methodical and working to deadlines.
- Excited to work as part of a team of like-minded, passionate people who are inspired to make the world wilder, healthier and more colourful.
- Passionate about conservation and Durrell's mission to save species from extinction.

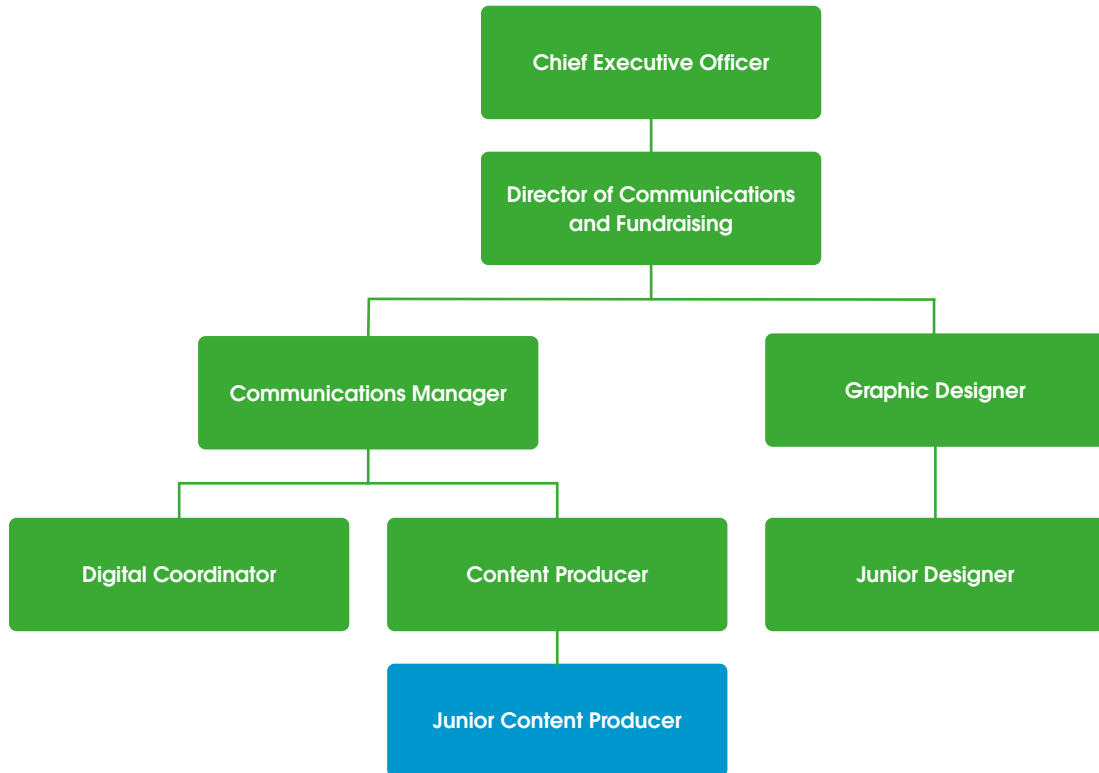
## DESIRABLE

- Photography and video production skills.
- Familiar with the Adobe Creative Suite, in particular Lightroom, Photoshop and Premiere Pro.
- Experience in digital marketing and communications.
- Experience working for a charity.
- Experience working with a zoo or conservation organisation.
- Knowledge of wildlife conservation.





# TEAM ORGANOGRAM



## OUR LOCATION



Durrell Wildlife Conservation Trust, Les Augres Manor,  
La Profonde Rue, Trinity, Jersey, JE3 5BP