



JOB DESCRIPTION

CONTENT PRODUCER



SAVING SPECIES FROM EXTINCTION | 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

Durrell is seeking a talented and passionate writer with expertise in social media and content creation to lead the development and daily management of the organisation's social media presence. The Content Producer plays an integral role in creating and distributing external communications, via social media as well as other online and offline channels, to inspire zoo visitors, supporters and donors, and increase awareness of Durrell's conservation work both in Jersey and around the world. As a key part of Durrell's Communications Team, you will be able to thrive in a fast-paced environment and be confident in liaising with multiple stakeholders across the organisation to produce engaging written, photographic, and video content to support the Trust's mission of saving species from extinction.

CONTENT PRODUCER

DEPARTMENT

Communications & Fundraising

REPORTS TO

Communications Manager

CONTRACT

Permanent

HOURS

Full time 35 hours per week

LOCATION

Jersey



KEY RESPONSIBILITIES

- To manage the day-to-day activity of the social media channels for Durrell Wildlife Conservation Trust and Jersey Zoo, including Facebook, Twitter, Instagram, LinkedIn, and YouTube, keeping an organised content calendar and working with the Junior Content Producer to create inspiring written, photographic, and video content.
- To work with staff across Durrell to communicate latest news, stories, and results via varied and insightful social media posts, videos, articles, infographics, photographs, and podcasts.
- To produce social media campaigns to promote various aspects of Durrell, including zoo visits, events, memberships, retail, jobs, courses, experiences, hospitality and offers.
- To produce social media plans and detailed reports for the Communications Manager, Senior Management Team or external partners.
- To produce written content and photographs for Durrell's members' magazine, Wild Life.
- To manage and prepare content for event listings on social media, promoting them via the appropriate channels and working with the Graphic Designers to produce promotional materials.
- To be responsible for producing live content for social media during events.
- To support the delivery of virtual fundraising and community events on social media.
- To work with external media production companies to produce video content for social media and other uses.
- To be responsible for organising Durrell's Vimeo account and the media database within the Communications & Fundraising department.
- To support the communications team with media visits and providing content for the website and e-newsletters.
- To lead the selection and interview process for communication students/interns and volunteers, introducing them to the role and overseeing their tasks.
- Any other duties requested by the Communications Manager or Director of Communications and Fundraising.
- This role is responsible for line-management of the Junior Content Producer and students/interns and volunteers.

BEHAVIOURS

- Positive team player with a professional, solution-focused attitude.
- Ability to work with good humour under pressure.
- Demonstrates initiative and accountability in problem solving.
- Team spirited and an inclusive, supportive approach.
- Strong relationship building and collaborative skills to ensure positive and respectful communication with colleagues.

KNOWLEDGE, SKILL AND ABILITY

Essential

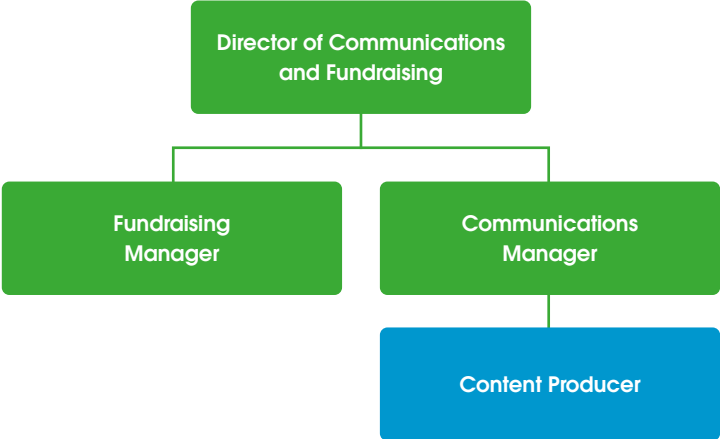
- Minimum of 3 years' experience working in communications.
- Expert communicator who is passionate about storytelling.
- Inspirational copywriting skills and excellent attention to detail.
- Photography and video production skills.
- Familiar with the Adobe Creative Suite, in particular Photoshop and Premiere Pro.
- Educated to university degree standard.
- Well organised and thrives in a fast-paced environment.
- 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

- A background in conservation science.
- Experience working for a charity, zoo or conservation organisation.
- Digital marketing experience.



TEAM ORGANOGRAM



OUR LOCATION



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