



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 Ogier Global (UK) Limited, 4th Floor, 3 St Helen's Place, London, EC3A 6A

Job purpose

Durrell is seeking a Content Producer to create engaging and inspiring content across multiple channels that brings Durrell's mission to life and encourages support for the charity.

You will lead the day-to-day creation and management of all content for Durrell Wildlife Conservation Trust and Jersey Zoo, ensuring alignment with our brand, tone, and organisational goals. From producing videos and photography to writing compelling stories and coordinating campaigns, you will play a central role in showcasing our conservation impact and engaging audiences locally and globally.

CONTENT PRODUCER

DEPARTMENT

Communications and Fundraising

REPORTS TO

Head of Marketing and Communications

CONTRACT

Permanent

HOURS

Full-time (35 hours per week)

LOCATION

Jersey Zoo



Key responsibilities

Content creation

- Plan, produce, and deliver high-quality written, photographic, and video content for social media, website, member's magazine, and other publications.
- Work collaboratively with individuals and teams across Durrell to identify and tell compelling stories that showcase our conservation impact and people.
- Ensure all content aligns with Durrell's brand identity, tone of voice and organisational priorities.
- Produce engaging content that inspires audiences to take action — from visiting the zoo, supporting fundraising appeals, joining as members or participating in events and fundraising challenges.

Social media management

- Manage the day-to-day activity across Durrell and Jersey Zoo's social media channels (Facebook, Instagram, LinkedIn, YouTube, TikTok), maintaining a well-planned yet flexible content calendar.
- Monitor engagement and track performance using analytics and reporting tools, providing insights and recommendations to improve reach, engagement, and impact.

Additional responsibilities

- Work collaboratively to support the delivery of marketing and fundraising campaigns, creating content that drives participations, donations, and visits.
 - Work with the Fundraising, Commercial, and Events teams to promote zoo visitation, memberships, retail, hospitality, and experiences.
 - Collaborate with the Field Programmes and Training Academy teams to highlight conservation successes and training initiatives.
 - Collaborate with the People and Values team to create content and promote employer brand.
 - Brief and manage external agencies, photographers, and video producers when required.
 - Provide a brief to inhouse design team to produce assets to be used for campaigns.
 - Maintain Durrell's media library, ensuring high-quality, accessible, and up-to-date photography and video assets.
 - Ensure brand standards and support consistent use of visual and verbal identity across all communications.
 - Work collaboratively with the wider Communications and Fundraising team to ensure alignment and delivery of shared goals.
 - Support crisis communications and reactive content needs as required.
 - Represent Durrell's mission and values in all internal and external interactions.
 - Other tasks as required by Manager or Director.
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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

- Experience in content creation, social media management, or digital communications.
- Exceptional copywriting, editing, and storytelling skills with strong attention to detail.
- Proven ability to produce engaging photography and video content.
- Proficiency in Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator, or Lightroom).
- Experience managing multiple digital platforms and understanding of analytics and engagement metrics.
- Strong organisational skills and the ability to manage competing priorities in a fast-paced environment with deadlines.
- Passion for wildlife conservation and Durrell's mission.
- Excellent communication skills and experience working as part of a wider team.

Desirable

- Experience in the charity, conservation, or visitor attraction sector.
- Knowledge of SEO, content scheduling, and digital advertising tools.



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.

