

PERSON SPECIFICATION – Multimedia Content Officer

Attributes	Essential	Desirable	How Identified
Education and Training	A degree (or equivalent) in Marketing, Media Studies, creative writing, natural sciences or other appropriate discipline.	Been involved in Environmental or Behavioural change communications	CV Interview
Relevant Experience	3 years in a similar role of professional photographer & videographer or professional social media account management e.g. charity, environmental organisations, marine science/conservation focus, working with animals or the natural world, visitor attraction or education focus. Capable of story-telling key messages across various communication channels for different types of content. Writing copy and creative delivery of content, analysing progress and performance of activities and campaigns to continuously improve outputs	Working across diverse and inclusive audiences to capture photography & videography	CV Interview
Special Knowledge and Skills	Excellent verbal and written communication skills Extremely focused and keen attention to detail Effective planning and organisational skills Managing multiple projects across different timeframes DSLR, phone photography and videography capture and editing skills Video editing tools like Premier Pro & Capcut Adding audio, interviewing others and recording voiceovers Competent using scheduling social media tools such as Meta Business Suite/Ads Manager, Hootsuite or others	Adept at using marketing/design software such as Adobe or Illustrator Use of WordPress or alternative website backends	CV Interview

PERSON SPECIFICATION – Multimedia Content Officer

	<p>Clear understanding of the different social media channels for different types of content and different audiences</p> <p>Competency in using a Mac, Microsoft office suite and Canva</p> <p>Marketing and selling skills within storytelling</p> <p>Full clean driving license</p>		
Personal Qualities	<p>Self-motivated and flexible to changing priorities</p> <p>Passionate about marine conservation or showing how they connect with the Ocean</p> <p>Excellent communicator, good team player, building rapport with others & a good listener.</p> <p>Working to tight deadlines to ensure opportunities are maximised</p>		CV Interview