

Role Title Digital Communications Officer (Videographer)

Department Engagement (Communications Team)

Purpose of the role

The Digital Communications Officer is a creative, highly motivated individual who will transform the BTO's capacity to deliver timely, strategic, and engaging video content.

From tracking Cuckoos on their migration to Africa, to learning about the nesting habits of garden birds, BTO data tell stories about all birds in the UK. The Digital Communications Officer will play a key role in sharing such stories with a wide audience in an accessible and engaging manner. They will inspire people about the work of BTO, to take part in our surveys, become a member, or otherwise help birds. Digital content created by the postholder will be communicated through appropriate platforms, such as YouTube and other social media accounts, with measures of its success collated and assessed.

Reporting to the Digital Communications Manager, the Digital Communications Officer will sit within the Communications Team of the BTO's Engagement Department. They will also work closely with other departments and external collaborators.

The postholder will be responsible for delivering video content across the organisation. They will shoot and create videos, develop a video library, and train BTO staff and volunteers on video editing software. Projects will reflect the BTO strategy and the Digital Communications Officer will assist in delivering the Digital Communications Strategy. Strategic priorities include growing BTO's audience, reaching different and more diverse communities, modernising our digital presence, and demonstrating the impact of our science.

This full time, permanent position will be based at our HQ in Thetford, Norfolk, with a hybrid working option (three days per week in the office). We also offer flexible working hours.

What you will deliver

- Lead on the delivery of BTO digital projects and assist in delivering the Digital Communications Strategy.
- Plan, produce, edit, and publish short-form videos across different platforms, including BTO's YouTube, social media accounts and website.
- Maintain an editorial calendar for digital content, in alignment with BTO's key projects and campaigns.
- Collaborate with BTO teams to translate stories and campaigns into engaging multimedia.
- Support the Training Team in developing the delivery of eLearning platform material.
- Monitor performance and engagement analytics of digital content.
- Manage the BTO's Digital Image Library and our relationships with contributing photographers.
- Develop and manage a library of video footage, and our relationships with contributing content creators.
- Lead on shooting video footage, video editing, and providing support and training to staff and volunteers, so they can create effective videos of their own.
- Demonstrate commitment to equity, diversity, and inclusion throughout digital communications.

This is not an exhaustive list; the successful applicant will agree objectives with the line manager.

What you will bring to the post

Essential

- Excellent videography skills, with proven experience in the production and editing of video content, all the way from shooting raw footage to developing content into a final video product.
- Creativity, and experience of using video editing software on Adobe Premiere Pro or equivalent.
- A good knowledge of British birds and wider natural history.
- A passion and love for nature and conservation, with a broader awareness of the 'hot topics' relevant to our sector.
- Excellent written and verbal communication skills, with experience of writing or editing engaging content for video scripts and digital communications.
- The ability to translate scientific jargon from technical documents and reports to create compelling videos for a range of audiences.
- An experience and understanding of social media platforms, particularly YouTube, and the opportunities that video brings to these.
- The ability to work flexibly and reactively as an individual and as part of a team, often to tight deadlines, with a range of people both within and outside the team.
- Commitment to understanding and increasing equity, diversity, and inclusion throughout digital communications.
- Understanding of legal and ethical considerations in digital communications, including copyright, privacy issues, and GDPR.

Desirable

- Experience in using analytics tools to measure and interpret performance metrics allowing for evaluation of digital communications content.
- Experience of training colleagues or volunteers in video and digital communications techniques.
- Ability to adapt the tone and style of communication to suit the organisation's voice.
- Experience in developing relationships with external contacts.
- A current UK driving licence.