

# Job Description

**Job Title:** Content Creator

**Weekly Hours:** Full time, 35 hours

**Contract Length:** Fixed term for 2-years with potential to extend

**Based At:** Kendal

**Reports To:** Digital Engagement Manager

## Job Purpose:

We're looking for a highly motivated Content Creator to take our social media offering to the next level. You'll need prior experience in creating impactful social content for a range of channels, with well-honed skills in videography, graphic design and copywriting.

Our ideal candidate is someone with lots of creative energy, who's well-organised and can comfortably manage a varied workload. You'll also need to be a confident networker who's able to successfully collaborate with staff, external organisations and influencers to maximise our impact.

Cultivating a strong understanding of activities across the Trust, you'll take ownership of our monthly content calendar and work with the Digital Engagement Manager to create content plans for projects and campaigns.

You'll balance time in the office with time spent gathering content with staff and at nature reserves. You'll also need to keep a sharp eye on what's trending online and be proactive about applying it on our channels in an appropriate way. Ideally, you'll be comfortable both behind and in front of the camera.

This role involves having input into wider content and channel strategies, so you'll need to stay on top of developments in social media and confidently bring these to the table.

In addition to planning and creating social media content, you'll source expert speakers for our live online events, which you'll also help to facilitate.

## **Key responsibilities**

- Create and execute content plans
- Create impactful social media content tailored to each channel
- Storyboard, film and edit videos showcasing our people and projects
- Stay on top of online trends and apply them as appropriate to ensure our content feels fresh and timely
- Carry out the day-to-day management of our social media channels
- Engage with and strengthen our online community
- Collaborate with staff and external parties to identify opportunities for content creation
- Identify and develop relationships with influencers and leading local voices
- Work with the Digital Engagement Manager to develop our social media strategy
- Select and work with engaging presenters for our online talks series
- Proactively support other teams with social media requirements and training
- Manage and store assets efficiently

## **Supporting the Trust**

- Raise the profile of Cumbria Wildlife Trust
- Be proactive in increasing the Trust's membership
- Help to raise funds for the Trust
- Any additional duties as outlined in the Annual Work Plan
- Any other duties that may reasonably arise from time to time
- All tasks and responsibilities are to be carried out in accordance with the Trust's policies and procedures.

**Date: November 2025**

# Person Specification

## Role Title: Content Creator

### 1. Qualifications & Experience

The post holder will be expected to have qualifications and recent and relevant experience in the following areas:

		Essential	Desirable
1.	Experience in creating impactful social media content for a range of channels.	•	
2.	Experience in creating and executing creative short- and long-term content plans.	•	
3.	Experience in storyboarding, capturing and editing video for social media, using tools like Kapwing or Premiere Pro	•	
4.	Experience in using graphic design tools, like Canva, for content creation.	•	
5.	Experience in taking high-quality photographs for use on social media and editing them as appropriate.		
6.	Experience in using third-party tools to schedule posts and monitor engagement.	•	
7.	Experience in social media community management.	•	
8.	Experience of collaborating with external organisations and influencers on social media content.	•	
9.	Experience of using Meta ads for paid social.		•
10.	Experience in creating social media strategies.		•
11.	Prior professional or volunteer experience in a nature or environmental organisation.		•

### 2. Knowledge & Skills

The post holder will have the following knowledge and skills:

		Essential	Desirable
1.	A genuine passion for social media, with an ability to recognise what makes impactful content and implement that knowledge to promote our work.	•	
2.	An ability to plan, capture and edit high-quality video content and tailor this for different channels.	•	
3.	An ability to take high-quality photographs.	•	
4.	An ability to select and apply trending content formats in a timely and appropriate way.	•	
5.	Excellent copywriting skills, with a talent for clearly explaining complex topics and tailoring this to suit different audiences.	•	
6.	A strong eye for design, with an ability to implement brand guidelines consistently and to quickly create graphics-based social content.	•	



7.	A forward-thinking mindset, with a strong understanding of newer and emerging social media trends and platforms.	•	
8.	An ability to clearly explain content ideas to other staff and volunteers to involve them in content creation.	•	
9.	Strong organisational skills, with an ability to identify priorities and manage variable workloads, while maintaining a high level of accuracy and attention to detail.	•	
10.	Strong networking skills with an ability to seek out beneficial social media collaborations with external organisations and influencers.	•	
11.	An analytical mindset, with an ability to use data to strategise effectively.	•	
12.	A solid understanding of marketing communications across print, website, email, social media, and publicity.	•	
12.	Knowledge of topics relating to wildlife, nature conservation and the environment.		•

### **3. Personal Qualities**

The post holder should possess the following qualities:

		Essential	Desirable
1.	A demonstrable passion for nature and conservation.	•	
2.	An ability to balance a busy and varied workload.	•	
3.	An ability to work effectively with staff at all levels.	•	
4.	Self-discipline and confidence in own abilities.	•	
5.	Strongly motivated by our mission and values.	•	