



New to Nature Placement

Communications Assistant, Wildscreen

CLOSING DATE: 12pm on Friday 11th November 2022



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Wildscreen Charity | Registration number: 299450
Unit 2.6, Temple Studios, Temple Gate, Bristol, BS6 6QA

hello@wildscreen.org

www.wildscreen.org

**INVESTORS
IN PEOPLE**



ABOUT NEW TO NATURE

Thank you for your interest in this New to Nature placement.

New to Nature is an exciting programme of paid work placements in nature-focused roles for 18-25-year olds. This is one of 70 roles that will be created across the UK to encourage young and diverse talent into the Natural Environment sector.

We're particularly interested in receiving applications from young people who are from ethnically diverse backgrounds, who are living with a disability or are from low-income households.

You'll get paid a good wage from a placement that helps the environment, learn loads of skills to boost your CV and get access to a Youth Employment Coach to help you plan your future career. There'll also be opportunities to learn about potential careers in the natural environment, and (should you wish to) connect with the other young people working in New to Nature roles across the country.

This is a unique opportunity to try something new, and to take a first step on a career path where you can make a real difference. The natural environment needs you!

We hope you will join us on this exciting journey!



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ABOUT WILDScreen

Wildscreen envisions a world where natural world storytelling is inclusive, accessible and impactful and where nature is protected and thriving. We connect people with nature through storytelling and democratise the creation of and access to nature's stories, by:

- Supporting and celebrating the natural world storytelling industry
- Connecting creativity with conservation by convening storytellers and conservationists
- Nurturing a global community and next generation of storytellers
- Raising awareness of conservation through educating and connecting local communities with the natural world through stories. We are powered by an ecosystem of projects:
 - Wildscreen Festival - the internationally renowned festival that celebrates and advances the art of natural world storytelling.
 - Wildscreen Exchange - a unique global hub that empowers conservation organisations by connecting them with world-leading filmmakers and photographers to create ground-breaking communications about our natural world.
 - Wildscreen Network - a hub for the global wildlife filmmaking industry.

<https://wildscreen.org/about-us/vision/>

Benefits of working with us

- ✓ Flexible working
- ✓ Pension
- ✓ Training and support provided, on the job and formal training



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RECRUITMENT PROCESS

APPLICATION

You can apply for this placement via the following link:

www.surveymonkey.co.uk/r/NTNPlacementApplication22

This is hosted by Groundwork UK who will check the suitability of applicants, before passing the application on to the placement organisation, who will shortlist applicants to an informal interview process.

Please ensure you carefully select the correct role from the drop down list, to ensure your details are passed to the correct employer.

If you have any questions about the application, contact us at:

newtonature@groundwork.org.uk

INTERVIEWS

We will contact you to let you know whether you have been shortlisted for interview.

We expect to conduct interviews (by telephone or video call) on the 29th and 30th November.

If you have any questions about the role or interview process please contact us at:

georgia.torres@wildscreen.org.uk



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ROLE DESCRIPTION

Placement title:	Communications Assistant
Organisation:	Wildscreen
Contract type:	12 Months, Fixed term
Number of hours per week:	35 hours per week for 12-months. Will consider part time role as reasonable adjustment.
Working pattern:	7 hours a day, 5 days a week
Hourly rate of pay	£10.90 per hour
Responsible to:	Outreach Manager
Location:	Bristol (BS1 6QA) / Hybrid working
Accessible by public transport:	Yes
Anticipated Start Date:	Monday 9 th January 2023

ROLE DESCRIPTION

We are looking for a dynamic, pro-active individual to join our small and ambitious team at an exciting time of evolution for Wildscreen. Working collaboratively with the team, you will centre your work around designing and delivering environmental digital media and content, working to engage communities globally with nature. Through this, you will help to raise the charity's profile, spreading the word about our work and the incredible natural world stories which highlight the plight of our planet and biodiversity; widening the reach and impact of these important narratives. This is a varied role incorporating elements of administration, content creation, delivery and communications.

Day-to-day-responsibilities:

- Creation, publishing and scheduling of our social media (Twitter, Instagram, TikTok, YouTube and LinkedIn)
- Assisting with planning, designing and creating engaging, natural-world focused social media content 2



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- Encouraging engagement on social media, ensuring DMs are responded to in a timely manner and helping to nurture an engaged community across social platforms
- Proposing new ideas and concepts for content and campaigns and help enhance content and improve engagement by evaluating the impact and reach of campaigns
- Researching new audience bases and assisting in designing strategies to engage them
- Updating the content of the charity's website including the news and blog
- Assisting with designing, compiling, copywriting and scheduling of newsletters to our various audiences
- Preparing and optimising video and image files, including subtitle files and thumbnails, increasing the accessibility
- Communicating with Wildscreen's partner organisations including other conservation organisations to share campaigns and content
- Providing administrative support to the Wildscreen team across our projects

PERSON SPECIFICATION

- ✓ An interest in marketing, social media and digital content
- ✓ Computer literate – good working knowledge of Microsoft Office and Excel
- ✓ Good organisation and administration skills, with the ability to prioritise, multitask and meet deadlines
- ✓ Great attention to detail
- ✓ Good interpersonal and communication skills
- ✓ A good team player, who can take direction but also work well independently using own initiative



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Passionate about the power of visual storytelling to engage different audiences with the beauty and fragility of our natural world and conservation



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SUPPORT AND TRAINING OPPORTUNITIES

This placement is part of a national programme - New to Nature - Funded by the National Lottery Heritage Fund. This will include additional elements of training and personal development support provided by Groundwork UK and partners, as well as placement training and support from Wildscreen.

Each young person will complete an in-depth induction programme with The Prince Trust, along with tailored advice and guidance from a Groundwork Youth Employment Coach at key points during the placement. This may include identifying skills and training opportunities or help with your CV and job search skills.

Wildscreen will also be providing support for participants, including:

- Employability skills and professional development mentoring such as: Support in writing a CV and cover letter writing; Job and interview experience and tips; Job searching tips; Goal setting.
- Twelve hours of mentoring will be delivered over the twelve-month work placement followed by two-hours after the placement has commenced.
- Training on using social media scheduling, graphic design, video editing and marketing tools.
- Tone of voice and copywriting training.
- Opportunities to attend industry webinars and training events as well as networking opportunities within the wildlife film industry and the wider creative industries community in Bristol.
- A workplace buddy to provide additional support and advice during your placement
- Access to Wildscreen's employee assistance programme that offers free counselling

All young people on the New to Nature programme, will be invited to join a Learning Network. This will create opportunities to take part in different talks, workshops and discussions focused on the environment sector, hosted by Groundwork and our partners.



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