

## Content Creator

We are looking to recruit a Content Creator to join our journey towards Marwell Wildlife 2035 and beyond. We will be recruiting based on experience, skills and organisational fit. Experience in visitor attractions, hospitality or retail is preferred.

Skills and enthusiasm in creating engaging and inspiring content across the full range of digital channels is required, along with a passion for animals and conservation. We are looking for someone to take the quality and engagement of our online content to the next level.

The Content Creator will support the Communications Lead and wider Marketing team in producing engaging visual content that brings the stories of Marwell Wildlife to life. The role will focus on planning campaigns and content, capturing photography and video across the park, writing engaging copy and supporting the delivery of social media and digital content.

The role requires creativity, strong storytelling ability and excellent technical production skills, alongside the confidence to work collaboratively with teams across the organisation, and external videographers and photographers, effectively briefing and managing these shoots and output.

Please view the candidate brief below for full details.

If you would like to join our unique and vibrant organisation to become a part of the Marwell Family please submit a completed Marwell application form, a CV with a short cover letter, and a portfolio or showreel that showcases your video and photography work, ideally relevant to wildlife, entertainment, or digital creators to [jobs@marwell.org.uk](mailto:jobs@marwell.org.uk)

**Salary:** £25,500 per annum

**Closing date:** 26 April 2026

**1<sup>st</sup> Stage Interview Date:** 30 April 2026

**Proposed 2<sup>nd</sup> Stage Interview Dates:** W/C 04 & 11 May 2026

## Content Creator

<b>Job Title:</b>	Content Creator
<b>Salary:</b>	£25,500 per annum
<b>Benefits:</b>	Pension at 5%, pro rata of 33 days annual leave including Bank Holidays
<b>Hours:</b>	35 hours a week, predominately Mon-Fri, with regular weekend working required. Weekend (and some evening) working is needed to cover events, for which, time in lieu will be provided.
<b>Location:</b>	Marwell Wildlife
<b>Reports to:</b>	Communications Lead
<b>Management:</b>	N/A

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*This is an ideal role for someone at the early stages of their career looking to develop their skills in digital content and social media within a purpose-driven organisation.*

### **Key Responsibilities:**

#### **Content Creation**

Capture and produce high-quality photo and video content across the organisation, including animals, conservation work, visitor experiences, food and beverage outlets, events and behind-the-scenes activity.

Film and edit short-form and longer-form video content, produce photography, and write engaging copy suitable for digital platforms including Instagram, TikTok, YouTube, Facebook, Vimeo, Website and Email.

Create engaging visual storytelling that brings Marwell's conservation work, animal care and guest experiences to life.

Plan, create and deliver the annual Marwell calendar.

Support the delivery of a consistent flow of content aligned with the marketing and communication plans.

#### **Social Media Content**

Create platform-appropriate organic and paid social media content including posts, reels, stories and video content.

Support the Communications Lead in:

- gathering social media and competitor insights, staying up to date with trends and opportunities to develop our platforms
- identifying and capturing content opportunities across the park
- planning and scheduling social media content in line with the content calendar
- monitoring engagement on social channels and responding to comments and messages where appropriate
- reporting on performance

### **Campaign and Event Support**

Work with the marketing, sales, events, fundraising, operational, animal and conservation teams to produce content supporting key marketing campaigns, seasonal events and fundraising initiatives.

Capture photography and video at park events and key moments throughout the year.

Support storytelling around conservation programmes, animal news and organisational activity.

### **Media and Content Library**

Maintain an organised digital library of photography and video assets created both internally and externally, for use across all departments.

Monitor and save images from Marwell's Flickr page.

Ensure content is properly labelled, stored and accessible for use by the wider team.

Support the development of a dynamic and up-to-date visual content library representing Marwell Wildlife.

### **Collaboration Across the Organisation**

Build strong relationships with teams across the park including animal care, conservation, education, retail, food & beverage, fundraising and events.

Work collaboratively with colleagues to identify and capture engaging stories from across the organisation.

Act as a visible and approachable member of the marketing and sales team across the park.

### **General**

Support the Communications Lead and wider marketing team in the delivery of marketing and communications objectives and be prepared to help the wider team on various projects where needed.

Work in a timely manner to respond to briefs set out by the Communications Lead, whilst also proactively seeking out other impactful stories around the organisation to propose are built into the content plan.

Ensure all content reflects Marwell Wildlife's brand guidelines, values and messaging.

Work flexibly to capture key content opportunities, including occasional early mornings, evenings and specifically weekends.

Ensure content reflects best practice in animal welfare and conservation messaging.

### **Candidate Profile**

#### **Essential Experience & Skills**

- Experience producing digital content including photography and video for social media and online platforms.
- Experience using photography equipment and editing tools such as Lightroom or Photoshop.
- Video filming experience and knowledge of editing software such as CapCut or Edits is desirable, but training will be provided.
- Excellent visual storytelling ability and creative thinking.
- Good understanding of social media platforms including Instagram, TikTok, YouTube and Facebook.
- Good organisational skills and willingness to learn to manage multiple projects and deadlines.
- Excellent attention to detail.
- Ability to work collaboratively with colleagues across the organisation.

#### **Key Attributes**

- Passionate about wildlife, conservation and purpose-driven storytelling.
- Creative, curious and proactive in identifying new content opportunities.
- Confident working both independently and collaboratively.
- Comfortable working in a varied and fast-paced environment.
- Positive, enthusiastic and adaptable.

#### **Other**

- Weekend and bank holiday working may be required.
- The role requires walking around a large 140-acre site, often in outdoor conditions.
- An understanding of the Marwell values and behaviours expected within this role.
- An understanding of how this role supports the delivery of our charitable objectives.