



## Job Vacancy Information Pack

### Post: Digital Content Creator

**Job Reference: EX627 (please quote on application form)**

This pack contains all the information you need to know when applying for a vacancy at Yorkshire Wildlife Park, included in the sections below:

1. Important Information
  - Useful information about the recruitment process, equal opportunities, company & departmental information.
2. How to apply
  - Accepted methods of application and how to submit.
3. Application form
  - Yorkshire Wildlife Park encourages green practices. Please reduce your ecological footprint by completing the form electronically and returning via email.
4. Job Description
  - A breakdown of the vacancy and what is expected from the successful applicant.
5. Job and Person Specification
  - A list of essential and desirable criteria for the post.

## Important Information

### The Organisation

Thank you for your interest in our advertised vacancy. Since its opening in 2009, Yorkshire Wildlife Park has evolved to become the UK's number 1 on-foot safari. We feature walkthrough exhibits that take the guest directly into the world of the animals. A dynamic centre for conservation and welfare, the park currently has around 475 animals across 60 different species. We aim to provide a quality, value for money experience that excites and inspires our guests.

### Equal Opportunities

Yorkshire Wildlife Park is committed to equal opportunities in all aspects of recruitment and employment.

Job descriptions and person specifications define the qualification, experience and other skills required for the post and will only include those factors which are necessary and justifiable on objective criteria for the satisfactory performance of the job.



As part of our commitment to equal opportunities we are monitoring job applications for equality purposes. To help us in our endeavours we ask you to complete an equal opportunities monitoring form at the end of the job application form. The equal opportunities monitoring form will be detached from your application form, stored separately and used solely to provide statistics for monitoring purposes.

### **Yorkshire Wildlife Park's Mission Statement**

To create a dynamic, interactive experience and regional centre of excellence for the conservation of biodiversity globally and locally that is sustainable both for the environment and the business. To promote a wider understanding of the natural world and inspire generations to support and protect the world around them.

### **Sales & Marketing at Yorkshire Wildlife Park**

Yorkshire Wildlife Park is one of the top attractions in Yorkshire and is in the top 10 of UK zoos, with footfall of 750,000 visitors per year.

The marketing department is responsible for delivery of the following business objectives:

- Delivering exceptional Guest Experience information including all printed and digital collateral, visitor experience e-mails, website and social media.
- Brand Management and PR.
- Corporate business (conferences, meetings, teambuilding days) to meet the objectives set by the board.
- On site marketing and product development (special experiences, annual passes, special events, catering, retail and Safari Village).

### **Use of Curriculum Vitae (CVs)**

Our policy is to recruit and employ our employees on the basis of their suitability for the vacancy.

An application form allows us to compare individuals based on the same criteria and as such we do not accept a CV unless it is accompanied by a fully completed application form.

### **Shortlisting**

To ensure that the people we employ are matched to the role and our business aims, we operate a robust shortlisting procedure which involves a two-stage interview process. Candidates should ensure before they apply for a position with YWP, that as a minimum they meet the essential criteria outlined in the person specification and are available to attend interviews on the dates outlined on the job specification.



Due to the volume of applications we receive, it is our policy not to inform candidates who have not been shortlisted to interview stage. If you do not hear from us within one month of the closing date, we will have decided not to take your application any further.

### **Pre- employment Checks**

All offers of employment are made subject to the following criteria:

Proof of eligibility to work in the UK and two satisfactory references.

### **How to Apply**

All applicants are required to fully complete the YWP application form in order to be considered for any vacancy. You should refer to the person specification when completing Section 5 of the application form as this is the criteria that we use to measure you against.

Complete application forms should be returned to the HR Department by midnight of the closing date specified. Late applications will not be accepted under any circumstance.

Yorkshire Wildlife Park promotes green practices, please support us in our endeavours by completing the application form electronically and returning via email.

A CV can be used as a supportive document to the application form but cannot be used to replace any part of the application form. Applicants who have used their CV to replace parts of the application form will have their application rejected.

Complete application forms should be returned to the HR Department via the below means:

**Email:** [recruitment@yorkshirewildlifepark.com](mailto:recruitment@yorkshirewildlifepark.com)

***And if email is unavailable***

**Post:** HR Department, Yorkshire Wildlife Park, Brockholes Lane, Branton, Doncaster, DN3 3NH

### **Application Form**

The YWP application form is available to download from the vacancies page of our website in pdf and word format.



## Job Description

**Job Title:** Digital Content Creator

**Reporting to:** Head of Digital Innovation & Marketing

**Department:** Sales & Marketing

### Primary Responsibilities

- Creation and editing of content for all media sources, primarily focused on videography.
- Drive the strategy for ad revenue and monetisation on social media channels.
- Produce and edit high quality and impactful visual content, combining technical content creation skills with a specialist knowledge of how to adapt content to specific channels to drive engagement and grow online communities.

### Key Work Objectives

- Work closely within the team to market various products and campaigns.
- To provide new strategic insights and ideas for our short-form social media channels, which reach large, international and diverse audiences
- Help develop and deliver robust and measurable brand and social media campaigns and gather insights from our social media tracking tool that can be used to better our content and online engagement.
- Create supporting videos and imagery for PR campaigns and news releases.
- Promote all YWP outlets including Yorkshire Wildlife Park, Yorkshire Hive and Hex Hotels.
- Create compelling content and copy for paid media campaigns in collaboration with Navigate, our digital media partner.
- Manage and maintain the business asset bank, keeping a tidy and organised filing system.
- Provide visual and textual content to be used on YWP web and app designs.
- Be proactive in generating trend-based content across all social media platforms.
- Build and maintain relationships with external photographers (fans of) to expand and diversify the media library

### General

- Maintain high levels of professionalism, service and personal appearance.
- Undertake any reasonable duties which may be requested of you by the management team.
- To be responsible, along with other staff members, for compliance with health and safety regulations for yourself, other staff and visitor.
- Maintain accurate and timely records of time management.



## Job Specification

<b>Job Title:</b>	Digital Content Creator
<b>Reporting to:</b>	Head of Digital Innovation & Marketing
<b>Working Hours:</b>	Basic of 40 hours per week scheduled in accordance with business requirements (to include weekends and bank holidays as required)
<b>Salary:</b>	Competitive
<b>Contract:</b>	Permanent (subject to the successful completion of a probationary period)
<b>Purpose of Role:</b>	To drive and deliver industry leading digital marketing activity

### **Main Duties & Responsibilities:**

- Creation and editing of content for all media sources, primarily focused on videography.
- Drive the strategy for ad revenue and monetisation on social media channels.
- Produce and edit high quality and impactful visual content, combining technical content creation skills with a specialist knowledge of how to adapt content to specific channels to drive engagement and grow online communities.

### **Candidate:**

- Acute attention to detail with the ability to problem solve autonomously.
- Thrives on a fast-paced environment, constantly adapting to evolving context.
- Experience of managing content and campaigns over multiple social media channels.

**Start Date:** As soon as possible

**Closing date for applications:** Tuesday 6 May 2025



## Person Specification

### JOB TITLE: CRM & DIGITAL MARKETING EXECUTIVE

Assessment Criteria	Essential (E) Desirable (D)
<b>Experience</b>	
Experience of managing content and campaigns over multiple social media channels	E
Experience in different types of social media sponsored advertising	E
Experience in remarketing campaigns through various digital channels	E
Expert knowledge of producing content for a range of channels, with a track record of generating high levels of engagement among large online and social communities.	E
Experience of copy writing and proof reading	D
Worked within a marketing role for a minimum of two years	E
<b>Skills / Abilities</b>	
Expert shooting, video editing and content creation skills using Adobe Creative Suite and programs such as Premiere Pro, Lightroom, After Effects and Photoshop (or equivalents).	E
Ability to think outside of the box to generate new ideas	E
Excellent visual storytelling skills	E
Ability to problem solve and adapt quickly in a fast-paced environment	E
<b>Knowledge</b>	
Knowledge of social media platforms creator portals (Tiktok, Facebook, Instagram)	E
Knowledge of different strategies to drive online traffic	D
A full understanding of different marketing platforms	D
<b>Qualifications</b>	
Diploma in a marketing related course or equivalent	D
GCSE in English grade C or above	E

