

Role Profile

Job title:	Digital Content Creator for Online Programmes
Reporting to:	Online Programme Lead
Has reporting:	No-one
Duration/ type:	Open-ended contract, full-time
Location:	Based at Findhorn Foundation (FF) offices (Findhorn or Forres)

Overall job purpose - The purpose of this role is to lead on the technical delivery of our online programmes, as we work towards a regenerative future.

Key Liaisons - You will work closely with our education team, using your creativity and technical skills to bring our content to life, so that courses and programmes are delivered online to the highest professional standards and participants in all timezones feel welcomed and engaged throughout their journey with us. You will work alongside both internal and external course facilitators and presenters, advising them and supporting them as they deliver their content with consistency and high standards across all our programmes. You will create and edit short films, courses, slide decks, audio and other materials. You will work with our communications team to engage online audiences, through email campaigns, social media advertisements, managing online groups and forums.

Key Responsibilities

In a time when the world needs what the Findhorn Foundation has to offer more than ever, we are seeking someone whose purpose aligns with ours to support us in establishing and embedding online programmes. This role is crucial to sharing transformative education across the globe. We are seeking someone who can lead on the technical delivery of our online programmes.

You will understand cameras and lighting and enjoy filming interviews, presentations, short talks and events. You will manage the design and technical delivery of programmes and have experience using automations, online ticketing and everything needed to ensure all events and programmes fill up and run smoothly.

You will be responsible for setting up the equipment and online tech to host small and large numbers of people on Zoom calls with breakout rooms, and to live stream from Zoom to other social media platforms. You will curate and manage the video and course materials on our course platforms, websites and social media accounts, transforming live and hybrid events into evergreen courses, making them accessible for all.

Person Specification

- First and foremost, you are aligned with the spiritual impulse and principles of the Findhorn Foundation.
- You are a creative person.
- You have proven skills in solving technical challenges quickly and effectively and learning as things evolve.
- You enjoy storytelling through the video/audio editing process.
- You are able to come up with creative solutions to new event requests.
- You have the ability to think on your feet and solve challenges on the job (because no tech setup is guaranteed to work without unexpected snags appearing - even during the event itself)
- You will get a lot of requests on your time, so you must be able to manage your own schedule effectively and be able to say no when you know you do not have the time.
- Experience with running events via one or more streaming providers - YouTube, StreamingVideoProvider, Vimeo, Livestream, etc.

Knowledge / Experience

- Good working knowledge of IT systems and software e.g. Gmail, GSuite, wordprocessing, spreadsheets, etc.
- Experience managing Zoom Meetings - breakout rooms, polls, spotlighting, recording, managing tech questions.
- Experience with Zoom Webinars.
- Experience with one or more streaming platforms - OBS, Wirecast, etc.
- Experience with running events via one or more streaming providers - YouTube, StreamingVideoProvider, Vimeo, Livestream, etc.
- Experience with one or more live social media video platforms - Facebook live, Instagram live, Twitter live, etc.
- Experience updating websites.
- Good filming and editing skills.
- Able to work with a mobile phone camera all the way up to larger professional video cameras.
- Has an 'ear' for audio problems - electrical noise, mains hum, feedback loops - and how to resolve these problems.
- Experience editing audio with digital software - remembering such things as making sure to fade in, out and between tracks.

Desirable

- Experience with Mac/iPhone and a willingness to use Apple, as required.
- Some knowledge of microphones, particular those that pertain to live talks, online workshops and podcasting.
- Reasonable knowledge of digital sound mixers and sound systems. Basic understanding of HTML and CSS coding.
- Experience with online ticketing platforms.
- Basic experience of small studio lighting setups.
- live event lighting experience.
- Experience managing digital content to engage participants in online groups.
- Experience producing effective materials for social media advertising campaigns.
- An eye for digital design, and experience using graphic design software for thumbnails and enhancing videos and presentations.
- Photography skills.