

## Interpretation and Digital Officer

35 hours per week, temporary contract until September 2028

### We are Chester Zoo

We're not *just* an amazing, award-winning visitor attraction that's home to more than 37,000 incredible animals inside 128 acres of stunning gardens. We're not *just* the UK's most popular zoo. We're a major wildlife charity that's committed to the recovery of endangered species, globally. And, as the world faces an extinction crisis, we're making a hugely significant contribution to conservation at a time when it's needed most. We are Chester Zoo and we prevent extinction.

### The Role

We now have an exciting new role for an Interpretation and Digital Officer. This role is part of the *Networks for Nature* project team.

*Networks for Nature* spans c60 square miles from the River Dee to the River Mersey, including Chester and Ellesmere Port. This is a collaborative partnership project working with Cheshire West and Chester Council, The Land Trust, Cheshire Wildlife Trust, Canal and River Trust, and Sustrans with the aim to drive nature recovery in a mixed-use landscape, creating diverse habitats for species to thrive now and for years to come. We will empower communities to have an active role in conservation action and stewardship and will focus on making nature more accessible to and inclusive for everyone to enable connection and improve wellbeing. To find out more about *Networks for Nature* visit [Networks For Nature | Conservation at Chester Zoo](#).

As an Interpretation and Digital Officer, you'll work closely and collaboratively with a wide range of in-zoo teams including the *Networks for Nature* project staff, Interpretation, Digital Learning, Marketing, PR, Fundraising, and will also link with the project partners. You'll be responsible for the development of interpretation and promotional materials for the project. This will include interpretation materials at partner and community sites, resources for event activities and promotion of the project via e-newsletters, social media and other digital channels, such as the [Wild Wander app](#).

We're looking for someone who can:

1. Develop content for **interpretation elements** across the landscape, working with designers and overseeing installation.
2. Commission others or develop a broad range of **digital and promotional materials**, including content for e-newsletters, leaflets, digital media and other collateral to promote the project to a wide range of audiences (from those directly involved and supporters, to local residents and the wider public).
3. Work collaboratively with zoo teams to **schedule and plan** delivery of communications content, providing any assets needed, so that the project is communicated consistently and regularly to key audiences.
4. Ensure **brand consistency** across all areas of work.
5. Support the ongoing development of the **Wild Wander app**, working with app developers, project team and partners to create new content and monitor its ongoing usage, adapting as needed in response to feedback.
6. Ensure all work is delivered **safely and compliantly**, follow policies, standard operating procedures and ensuring compliance with all relevant guidelines and legislation, such as copyright law, GDPR, CDM and DDA compliance.

7. Contribute to project **monitoring** through the collation of relevant KPI data and through providing regular reports to the Project Board and Steering Group.
8. Monitor **budgets** associated with the interpretation and digital content elements of the project.
9. Proactively **develop own expertise** in the areas of interpretation and digital engagement, keeping up to date with best practice, researching excellence and sharing practice both internally and externally.

## What makes Chester Zoo a great place to work?

Well, where do we start? Here goes...

We're a huge team of conservationists, scientists, educators, animal welfare experts, marketers, visitor experience professionals, environmental policy influencers; the list goes on. Each and every one of us is on a mission to make Chester Zoo the best in the world, and our planet a better place.

As the UK's biggest and best zoo, we have ambitious goals, exciting plans, and there's always lots going on here. We're an inclusive and diverse organisation, made up of over 600 permanent and 500 temporary team members, and we know how important it is to invest in our colleagues to help boost their career development. We have ambitious goals, and we want you to be with us for the long term on our exciting journey.

Our working environment could not be more different from a typical office – where else can you see critically endangered orangutans from your office window, or stroll among rare giraffes and tigers on your lunch break?

## The Package

- Fixed term contract until September 2028
- 35 hours per week, generally Monday-Friday with occasional need to work evening or weekends
- Salary £25,602.68
- Potential for home working up to two days per week
- 33 days annual leave plus the option to buy or sell up to 5 days (pro rata)
- Staff pass so you can visit the zoo during your time off, plus multiple complimentary tickets for your friends and family
- Cycle to work scheme
- Healthcare plan and employee assistance programme
- Discounted gym membership
- Discounts on cinema tickets, restaurants, high street shops and more via Perks
- Pension scheme with generous employer contributions up to 9%

## Our Requirements

- **An understanding & affinity to the organisation's mission, vision & values**, with a strong interest in the conservation of UK nature.
- **Subject knowledge: Degree level qualification or equivalent experience**
- **Excellent copywriting skills**, with experience in a comparable setting of writing for diverse audiences and for a range of formats including digital channels and interpretation signage.

Proven ability to communicate scientific or technical content to audiences of different ages and abilities.

- **Research skills:** the ability to find information and source quality materials (such as films, maps and images), seek copyright clearance for their usage and edit into appropriate formats for a range of audiences.
- **Commissioning of content:** The ability to brief designers, printers, photographers, filmmakers and other contractors on projects and requirements.
- **IT skills:** Skilled in the use of all key Microsoft packages and use of digital technologies for public engagement.
- **Organisational skills:** Excellent time management, administration and workload planning skills are essential. Ability to manage multiple concurrent projects, meeting deadlines and ensuring appropriate quality control.
- **Interpersonal skills:** Excellent diplomacy and interpersonal skills. Ability to work effectively under own initiative and as part of a team, to work under pressure and to collaborate with various stakeholders across the zoo and beyond.

**Although not essential, the following would be desirable:**

- **Experience of developing and installing interpretation** in a zoo, aquarium, museum or similar environment is desirable, ideally with experience working in outdoor locations.
- **Experience or qualification** in subject relevant to science communication and/or interpretation is desirable.
- A working knowledge of UK conservation and/or ecology.
- Full driving licence

The closing date for applications is **midnight 1<sup>st</sup> June 2025**

**Interviews will take place on 10<sup>th</sup> June 2025**

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