



Natural
History
Museum

Job Description

Title: Junior Content Producer

Contract: Fixed Term (12 months from Jan 2025), Full Time (36hrs per week)

Salary: £31,140 per annum

About the Natural History Museum

The Natural History Museum is one of the world's best-loved visitor attractions, as well as a leading science research centre and commercial event space. We use the unique collection of more than 80 million objects that we look after and our unrivalled expertise to tackle the biggest challenges facing the world today. Each year, we welcome more than five million visitors to our family-friendly exhibitions, products and experiences at our sites in London and Tring. But we reach many times that number through our national, global and digital activities and initiatives.

We're at a pivotal moment in our history. Our new strategy sets out our ambition to play a central role in tackling the increasing threats facing the natural world. We have ambitious plans leading up to our 150th anniversary in 2031 and are looking for talented people who share our mission and are excited to help drive these changes. Along the way, we aim to offer you a supportive and nurturing environment, and the opportunity to be part of a high-performing team.

Diversity and inclusion

We welcome applications from everyone! Diversity, inclusion and the feeling of belonging matters to us. By attracting people from a broad range of backgrounds we can continue to look at the world with fresh eyes and find new ways of doing things. We offer a stimulating and professional working environment. All our staff work to embody our behaviours of being curious, ambitious, pioneering, teaming up, acting with pace and sharing the wonder.

We know we have more to do, but we're committed to making sure that everyone who works here feels valued, respected and that they can thrive.

Job summary



We have an exciting opportunity for a talented writer looking to develop their skills and experience creating user-focused digital content at one of the world's best loved museums. We're looking for a Junior Content Producer to support the Digital Content team at the Natural History Museum, with a 12-month fixed term contract starting January 2025.

Reporting to the Digital Content Manager, the Junior Content Producer will research, write, edit and design content that supports digital audiences. This shall include people planning a visit to the Natural History Museum, as well as those whose goal is to learn more about nature. In doing so, the postholder will help inspire a love of nature and increased visitation to the Museum.

The Junior Content Producer will primarily work on content to appear on nhm.ac.uk, although there may also be opportunities to get involved with creating social media and videos. This is primarily a writing role, however, and it is vital to have some published writing experience and a solid understanding of writing for digital best practices.

The role offers the opportunity to collaborate with scientists who are leaders in their fields, alongside other writers, video producers, marketers and communications teams to source, research, develop and write content about the Museum's scientific research, collections and visitor offer.

Working alongside researchers and curators, the postholder will explore the collection of 80 million specimens housed by the Museum to tell stories about nature, science and biodiversity in an accessible and engaging way. They will plan, research, conduct interviews and write stories. They will also source, manipulate and edit suitable imagery and other digital media to accompany published content.

The postholder will ensure that all content is rigorously researched, concisely written and follows our digital content style guide and content principles. They will think creatively about storytelling, and be diplomatic, resourceful and organised. They will also dedicate time to ensuring older pieces of content are regularly reviewed and either updated or carefully archived.

This role is suitable for an early-career writer or recent graduate. Some in-house training and mentoring in digital best practice, SEO and storytelling will be provided.

Main responsibilities

1. Source and write compelling digital content about the Museum's exhibitions, displays, science, research and collections. Identify story leads for editorial content that meets user needs and search demand and that is likely to engage our audience.
2. Develop, create and edit website content, including by designing and building new pages within the content management system.
3. Interpret scientific reports, papers and documents and help to communicate them to a global audience of lay readers who are interested in learning more about nature.
4. Support the Digital Content Manager to keep our existing inventory of content fresh and accurate, including by reviewing and updating (or archiving) existing content and curating and maintaining hub pages.
5. Periodically review the performance of content using analytic tools and collaborate with colleagues to enact recommendations arising from user testing, content audits and market research.



6. Work with colleagues across the Comms, Digital, Marketing and Publishing Department to ensure that the Museum's digital content is maintained, updated and meets high editorial and production standards.
7. Carefully follow guidelines for content production, including our digital content style guide, content principles, brand guidelines, SEO best practice and World Wide Web Consortium Accessibility Guidelines (WCAG).
8. Build and maintain strong relationships with content providers and relevant Museum staff across departments.
9. Understand and advocate for the needs of the Museum's digital audiences. Ensure that digital content creation is informed by user testing, evaluation and data.
10. Champion the work of the digital department across the Museum, advising others on digital content best practice and the use of digital platforms.

Person specification

1. Excellent English language skills as a writer and editor, including the ability to produce clear, concise and engaging copy, to translate technical source material into accessible content with broad appeal, and to edit contributor content, suggesting improvements that are substantiated by guidelines and best practice.
2. A good understanding of digital production best practice including accessibility, user-centred design and search engine optimisation, including keyword research and gap analysis.
3. Experience following editorial processes, including developing digital editorial content plans, responding to content briefs, planning and conducting interviews, fact checking and making edits in response to feedback.
4. Demonstrable proficiency in the use of digital production tools including content management systems and Adobe Photoshop.
5. A demonstrable interest in new developments in digital media technology, and an understanding of how to identify new opportunities and implement them to meet audience and organisational needs.
6. Highly organised, with the ability to work flexibly to respond to urgent and conflicting demands, and to prioritise workloads, including those of others, while ensuring timely delivery.
7. Excellent work ethic and attention to detail, with a commitment to following best practice and guidelines to deliver accurate, concise and on-brand copy at pace.

Desirable: Knowledge of planning and project-management skills, with experience of agile methodology and user research.

About you:

1. You are willing to share work in progress early and often, inviting constructive feedback and providing the same to other digital content colleagues.
2. With good communication skills, you are confident representing local plans to senior stakeholders and across teams.
3. Your excellent interpersonal skills include a natural ability for diplomacy, collaboration and negotiation with staff at all levels of seniority.
4. You have a positive attitude, a high degree of integrity and professionalism and the ability to remain composed under pressure.



The way we work

We're proud to work here and have identified the qualities we should all embody so we can reach our shared goal. These sit alongside our values and form the framework for the way we work.



We are ambitious. To make a difference on a global scale we are big and bold in our thinking and set goals which may seem impossibly high. We act with integrity, but we are not rigid or inflexible. We are excellent at what we do and look for opportunities to make a difference for the Museum wherever we can.

We are curious. We never stop learning. We look outwards beyond the Museum and ask questions to advance our understanding. We seek out and actively listen to different perspectives. We take time to reflect, are thoughtful and open to new ideas.

We share the wonder. We are captivated by the natural world, proud of our treasures and trusted guardians of our collections. We are passionate about the Museum, enjoy telling its stories and sharing our knowledge and expertise to inspire others. We don't take this for granted; we feel proud to work here.

We are pioneering. We are not afraid to try something new and use good judgment and evidence to take risks. We experiment, innovate, and embrace complex problems by adapting our approach. We do not dwell on setbacks or get preoccupied with problems. We find solutions.

We team up. We respect the expertise of others and recognise that we produce the strongest outcomes when we put the best ideas together. We trust each other, keep things simple and make it easy for others to do the right thing. We share information and skills so everyone is equipped and enabled to succeed. We never let bad moments grow into bad relationships. We inspire and empower each other to give our best.

We act with pace. We focus our efforts where we know we can make the biggest impact. We take tough decisions and once a plan is set, we all get behind it to make it happen. We take responsibility and don't wait to be told what to do. We are racing against time in this planetary emergency, so we work with a sense of urgency.

General information

All positions are conditional subject to receipt of:

- proof that you're legally entitled to work in the UK



- depending on the position, either an Enhanced, Standard or Basic Disclosure Check from the Disclosures and Barring Service
- satisfactory references covering the last three years of your employment or education
- health clearance

We support flexible working.

To apply

If that sounds like you, apply online via our careers portal.

Closing date: 23:59, 15 December 2024

Interviews expected: w/c 6 January 2024