



## Job Offer

### Video Content Creator for the Web

Application Deadline: December 15<sup>th</sup>, 2024

Period: 2025

Location: Central Apennines and remotely

#### Job Objectives

The goal of this position is to creatively and engagingly narrate the stories of the individuals involved in the network of businesses coordinated by Rewilding Apennines through the production of videos to be shared on websites and social media platforms.

We are seeking a professional who will meet with these individuals to gather visual material for social media channels, particularly Instagram, in alignment with the communication strategy of Rewilding Apennines. The videos should highlight the experiences of the entrepreneurs, the products they create, and the connection between people and the Central Apennines territory, following the “People, Product, Place” approach.

#### Context

##### Introduction

Rewilding Apennines, as part of its activities aimed at enhancing the territory and supporting local responsible businesses, is looking to select a professional content creator for the production of videos that tell the stories of and promote small and medium-sized enterprises (SMEs) in the Central Apennines. The goal is to raise public awareness about the importance of a sustainable local economy connected to nature, promoting the link between entrepreneurship and environmental protection, with a focus on Bear-Smart Communities and the network of enterprises for coexistence.

##### The context of the business network

The coexistence business network was established within the [LIFE Bear-Smart Corridors](#) initiative, which aims to ensure the expansion of the Marsican brown bear in the Central Apennines by improving its habitat and collaborating with local communities through the Bear-Smart Community model. Currently, the network comprises about 35 businesses, both local and non-local, including farmers, breeders, artisans, and various tourism enterprises, all of whom share the principles of coexistence and work alongside Rewilding Apennines to advance the rewilding movement.

The objective of the network is to showcase new approaches to responsible business practices, enhancing the quality of these territories from a tourism and promotional standpoint, and raising funds for the Bear Fund, which supports specific actions for the conservation of the Marsican brown bear. After two years of meetings and building the network, Rewilding Apennines is ready to increase visibility for

our activities through social media. The challenge lies in creating content that highlights each member of the network and the overall initiative, delving into themes related to local production and rewilding.

The main work will be to meet with each entrepreneur to deeply understand their work, vision, and to create video content that emphasizes three fundamental elements: the person, the product, and the landscape (People, Product, Place). This approach allows to tell authentic and engaging stories that showcase the uniqueness of each entrepreneur and the context in which they operate.

### Goals of the new social channel

Rewilding Apennines will launch a new social channel dedicated to the social and economic aspects (“Nature for People”) of the organization work. This channel will feature promotional and networking events, [Rewilding Experiences](#), promotional tours of Rewilding Apennines, as well as products and services from the network of enterprises.

The content will serve to populate the new social channel and will have the following objectives:

- Highlighting SMEs in the Central Apennines: emphasizing their role in promoting culture and traditions, as well as protecting the environment.
- Creating high-quality photo and video content to promote the activities of businesses on digital and social media channels.
- Increasing visibility for participating businesses at the local, national, and international levels.

## Assignment

The professional will be responsible for all phases of video production, from research and content ideation to editing, post-production and writing aimed at content publication. The knowledge of the Italian language is essential.

- **Ideation:** Develop a creative concept for the content to be created, aligned with the values of Rewilding Apennines and the involved businesses.
- **Production:** Create audiovisual content that includes:
  - Short promotional videos (1-3 minutes) for selected small and medium-sized enterprises (SMEs).
  - High-quality images for use on websites and social media.
  - Any interviews and field shoots to tell stories of sustainable entrepreneurship.
- **Post-production:** Edit the videos, process the images, and optimize the content for various distribution channels.
- **Distribution:** Collaborate with the Rewilding Apennines team to plan the publication and promotion of the content.

The goal is to document 20 entrepreneurs, producing at least 3 videos for each (1 focusing on People, 1 on Product, 1 on Place).

Additionally, the professional will assist in the creation and editing of videos related to Rewilding Experiences to help promote them.

## Work process

**First phase:** support and coordination.

- Collaborate with the Nature for People and Communication teams to align on the communication strategy for this new social channel of Rewilding Apennines.
- Jointly define and monitor indicators to evaluate content performance, including community growth, engagement, and impact.

**Second phase:** content creation (video and writing).

**Third phase:** strategy refinement.

- Adapt content creation based on collected information and conducted analyses.

## Contract details

The position will have a duration to be agreed upon during the year 2025. The commitment will be defined at the beginning of the contract based on the selected professional's objectives and skills.

The gross compensation for the duration of the contract will be €9,000 (to be agreed upon based on the candidate's skills and experience).

## Profile

- Knowledge of the rewilding approach and the initiatives of Rewilding Apennines in the Central Apennines.
- Sensitivity towards the relationship between traditional and responsible human activities and the natural environment of the Central Apennines. Familiarity with the area and dynamics related to small and medium-sized enterprises (SMEs) is preferred.
- Strong communication skills through the use of imagery, video, and text (portfolio required).

## Knowledge and Skills

- Ability in visual storytelling and sensitivity towards issues related to sustainability and the environment.
- Competence in video production and knowledge of video editing tools, such as Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve etc.
- Awareness of video trends on social media channels.
- Good knowledge of the English language (reading, writing, and conversation).
- Ability to create and adhere to an editorial plan.

## Recruitment Process

Applicants have to submit:

- An up-to-date curriculum vitae.
- A portfolio with examples of previous work (links to videos, photographs, websites etc.).
- A cover letter that includes:
  - an explanation of interest in the project;
  - at least one concrete idea along with a detailed cost estimate for promoting the network of businesses. For example:
    - an innovative video format;
    - a storytelling strategy;
    - a creative concept to enhance local products.

**Applications must be sent via email in Italian to [berenice.guinel@rewilding-apennines.com](mailto:berenice.guinel@rewilding-apennines.com), indicating in the subject line “Video Content Creator call for Rewilding Apennines,” by no later than December 15<sup>th</sup>, 2024.**

Selected candidates will be contacted by December 18, 2024, and interviews will start from December 19<sup>th</sup> 2024.