



# Volunteer Content Creator

## EcoCounts

Our vision is for a world in control of CO<sub>2</sub> emissions - a fair social and economic approach that motivates and supports people and organisations to reduce their carbon footprints.

- We want to demonstrate that living within a carbon budget is a liveable lifestyle
- We show businesses how to account for carbon in the same way they account for money
- Our Carbon Accounts carbon allowances and carbon currency framework can bind together decarbonisation efforts by individuals, communities, business, local & national government

## In Brief

Can you wield a camera to good effect? Help us put engaging content onto our social media channels and into our articles and reports.

## What are we looking for?

We are looking for a passionate storyteller ready to sharpen their technical edge. In this role, you will be expected to actively develop the following core competencies:

- Manual Image Control: Moving beyond "Auto" mode to master the balance of light, focus, and white balance for a consistent look.
- Clean Audio Capture: Learning to prioritize "signal-over-noise"—ensuring clear dialogue through proper mic placement and volume monitoring.
- Intentional Composition: Developing an eye for framing (Rule of Thirds) and using basic three-point lighting to add depth to subjects.
- Narrative Editing: Mastering "invisible" transitions (like J and L cuts) to create a smooth, professional flow that keeps viewers engaged.
- Asset Discipline: Practicing professional file management and organized workflows to ensure projects are easy to navigate and archive.

## What will you be doing?

We meet up every Monday and are running a series of workshops this year called EcoCounts Mondays – so being available on Mondays is important!

Your primary role will be to fulfil the wishes of our social media account managers who currently put material out on Instagram, Bluesky, LinkedIn, and Nextdoor. However we also need material for promotional videos, images for the websites and for articles and reports.

## Goals

1. Help raise public awareness of how understanding and reducing carbon footprints can improve daily life and strengthen community resilience.
2. Promote EcoCounts as a welcoming entry point for anyone who wants to take climate action with others, regardless of prior knowledge or experience.
3. Showcase EcoCore's research and ideas to spark national discussion on practical, people-centred approaches to reducing emissions.
4. Engage councils, businesses, and community organisations to broaden participation and bring climate action into everyday settings.

## What difference will you make?

At the moment without a dedicated volunteer, we are struggling to create good content. Having a willing, passionate creator on board will free up our meeting facilitators to concentrate on making stuff happen. A steady stream of usable content will also unleash the potential that our social media accounts can't quite fulfil at the moment.

## Rewards & incentives

If you're building your technical foundations, you can work with us to apply theory to real projects. This role offers a low-stakes environment to practice manual camera control, audio capture, and basic editing. If you're already skilled in this area and just want to give back, you will be appreciated for sure.

## Duration

1 year with option to continue

## Commitment

4 hours per week

## Location

This depends on where our current meet-ups take place. You are preferably resident in our area of North London: Camden, Islington, Haringey, Hackney, Westminster and the City. We are very keen on everyone being local, coming to in-person meetings and leveraging their local knowledge and connections, to keep group dynamics strong and foster motivation and commitment.

## How to apply

Please send your CV, profile, linkedin profile or covering letter to <mailto:admin@ecocounts.community>

## What happens next

We'll get back to you to arrange a meeting or video call with one of us. We have found it very useful for us and for candidates after the first call to carry out a small task for us, which benefits us and gives us both an insight into how each other works. After that there is an onboarding process which gives you as a volunteer everything you need to establish a solid relationship with us.