

Media Content Producer for Outdoor Venue

This position requires remote work with some onsite visiting to support communications needs of an environment-focused group that oversees an outdoor space. Such a venue features natural and man-made scenic components, flora and fauna, the human element, historical impacts, and also possible current issues. The media content producer's task is to develop media-based narratives from these features, with the narratives delivered to self-guiding visitors at the venue via their smartphones using the **Geolocating Audio Tour (GAT)** app which is explained at <https://nearbyreality.com/> website. Using **GAT**, visitors see a geolocating map for navigation, and get customized messages along their chosen route, including browser text-to-speech, pre-recorded audio, pictures and graphics, and optional links to external web pages.

The media content producer job requires a media-savvy individual who can apply their technological, journalistic and story-telling expertise to manage and coordinate informational messaging on behalf of organization stakeholders. This constituency includes leadership, staff, academic and professional experts, volunteers, and member-supporters who collectively have responsibility for planning, operations, maintenance, development, education, special events and activities.

A successful candidate would have the following skills and capabilities utilizing their personal laptop/tablet/smartphone: apply their chosen graphics software to capture and composite visuals including venue-provided materials, and create JPG or PNG graphic files of required size; record and edit suitably high-quality MP3 audio files; work within the web environment including comfort with the Internet, URLs, browsers, and simple HTML coding. Additionally the media content producer should become familiar with GAT built-in tools for uploading and managing content.

This assignment begins with assessing the organization's information assets and resources such as histories, study and report texts, audio, pictures, graphics, videos, map data, onsite signage, kiosks, brochures, and venue website. The media content producer repurposes this content for **GAT**, working with organization leadership to cohesively manage communications messaging and promote ongoing and emerging organization goals, to enable **GAT** to augment visitors' in-person reality experience.