

## **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.