

DIGITAL MEDIA VOLUNTEER

In-person

PURPOSE

While SR³'s mission is local, the factors that affect our ability to preserve the health of marine life reach beyond the Pacific Northwest. Digital Media volunteers expand SR³'s sphere of influence by collecting the images, sounds, and videos that we use to share our story with the world. These volunteers capture the content that will captivate our supporters.

NECESSARY SKILLS

- Ability to effectively frame a photograph so that the image can be cropped horizontally, vertically, or square while maintaining the integrity of the subject.
- Familiarity with uploading images to a cloud-based server
- Spatial awareness to capture content without interfering with animal care/husbandry duties
- Comfort with capturing digital media of subjects who are in motion or busy with other things i.e. not halting or redirecting work to capture media
- Sound judgment and practice separating the best content captured during a shift from the rest of the media
- Willingness to learn or prior experience with sorting and naming digital files

HIGHLY BENEFICIAL SKILLS

****Strong preference for volunteers with social media accounts on multiple platforms***

- Professional experience or training in photography, videography, or audio engineering; particularly with animals or in outdoor settings
- Experience altering images and video using digital editing software
- Experience with monitoring social media trends
- Knowledge of marine life behavior and natural history
- Previous experience in graphic design, podcast production, creating videos for social media, long- or short-form narrative media, or the public display of art in a virtual or physical gallery
- Experience curating social media content for either a personal brand (influencer) or a professional organization (non-profit, gov't agency, business, etc.)

COMMITMENT

- Minimum of two (2+ hour) shifts per month from July → October (4 months)
- Digital Media Volunteer will spend two committed shifts per month capturing media, sorting and naming files, and/or monitoring social media. This role historically ends up volunteering 4-8 hours per month.

APPLICATION & TRAINING REQUIREMENTS

Interested volunteers must submit a portfolio of four pieces of media meeting these criteria:

1. An animal or group of animals
2. People at work or in motion
3. A human influenced landscape such as a building or road
4. A landscape with minimal human influence such as a mountain or forest

One image must be square, one must be horizontal, one must be vertical and one must be a video. Please send these materials to volunteer@sr3.org by **Wednesday, May 14th**.

Must then attend a 2-hour training in late June, and one shadow-shift with the Communication and Education Coordinator - both in person at the Sealife Hospital in the Des Moines Marina.

Shadow-shifts: Your first Digital Media Volunteer shift must occur when the Communication and Education Coordinator is on-site. Contact the Communication and Education Coordinator prior to that shift to ensure they are available at the time you would like to come in.

SUMMARY

Digital Media Volunteers will:

Foundational Level

- Sort digital media using a designated organizational system
- Rename previously recorded files based on a standard template
- Monitor comment threads on SR³'s social media via personal accounts and report issues or notable remarks to the Communication and Education Coordinator
- Monitor social media for popular hashtags, trending topics and audio; and send them via Direct Message in platform to SR³'s professional accounts
- Utilize SR³'s GoPro and DSLR cameras or personal equipment to capture digital media of day-to-day operations at the sealife hospital in Des Moines, WA
- Ensure camera supplies are organized, clean, and charged
- Operate audio/visual equipment independently during patient releases based on emailed directions from the Communication and Education Coordinator

Technical Level

- Continue to perform all tasks at the foundational level
- Cut longer video clips down to their important moments using basic editing software
- Create video caption (.srt) files
- Provide live event technical assistance and comment monitoring during live streams
- Record film and audio interviews with SR³ staff, volunteers, and interns

Apex Level

- Continue to perform all tasks at the foundational and technical level
- Provide live event technical assistance directly from SR³'s social media accounts including operating phone cameras for tours and releases
- Provide comment monitoring directly from SR³'s social media accounts during live events including blocking users behaving inappropriately, recording the names of donors, and tracking viewership
- Operate audio/visual equipment independently during stranding responses
- Propose, collect and assemble media clips from SR³ events into platform-ready content

BENEFITS

Digital Media Volunteers can expect to:

- Practice photographing challenging subjects including people and animals in motion, in and through water, and in all kinds of weather
- Gain experience collecting specific images to tell specific stories
- Learn basic behaviors of marine life and how to watch for them in order to capture specific images
- Contribute to growing SR³'s community of supporters, and educating the public about sea life and ocean health in the Pacific Northwest
- Pitch content ideas that may appear on official channels
- Learn skills in curating social media accounts

Digital Media Volunteers report to the Volunteer Coordinator but will also receive guidance and direction on day-to-day tasks from the Communication and Education Coordinator.

DRESS CODE

Functional attire for the conditions you'll be shooting or recording in.

Please direct any questions to the Volunteer Coordinator at volunteer@sr3.org