

Fresh Cuts - Creating the Next Generation of MTB Creative Content Makers

Job Description and Person Specification

- JOB TITLE:** Fresh Cuts Paid Trainee Content Creator
- SALARY:** Real Living Wage Salary (£12.00 per hour @ 15 hours per week)
- PERIOD:** A 6 month (22 week) placement within Developing Mountain Biking in Scotland (DMBinS) from 31st October 2024 -> March 2025.
- BASE:** Trainees can be located around Scotland and will be required to attend Peel Tower Glentress, NEAT Offices, Banchory and/or Sir Chris Hoy Velodrome/Cut Media Offices, Glasgow at agreed times (see below)
- REPORTS TO:** Communications and Business Support Manager, DMBinS.

INTRO TO THE ROLE & BENEFITS:

- Content creation training led by Cut Media and Screen Scotland part of role
- All equipment including laptop, editing software, and camera equipment will be supplied for the duration of the training
- All reasonable travel, food/nutrition, and accommodation costs will be covered
- British Cycling Gold Membership

Scottish Cycling, primarily through its department Developing Mountain Biking in Scotland (DMBinS), with the Scottish mountain bike (MTB) media sub-sector – led by the leading company in the sector – Cut Media, and Screen Scotland will deliver a collaborative 6-month production skills development programme for MTB media crew across Scotland.

TRAINING PLACEMENT / PROGRAMME PURPOSE

The programme aims to meet the skills development needs of the growing mountain biking and adventure sports media sub-sector in Scotland, which is widely recognised as a global leader in delivering creative content for international cycling/ adventure audiences (direct-to-consumer) and branded content.

This pilot programme aims to develop a skilled pipeline of creatives, producers, self-shooting directors, camera operator and/or content creators who can meet expected demand through cross-industry/industry supported training.

PLACEMENT FEATURES

- Practical skills development sessions delivered by professionals from across the MTB media industry, specifically created by Cut Media for the MTB and adventure market.
- These skills development sessions will cover:

- Developing your creative, aesthetic, technical and commercial skills
- Developing practical skills and techniques that are relevant to a career in film, television or content creation:
 - The art of storytelling, developing a narrative arc, pacing and structure.
 - Understanding of the technical skills of filmmaking and editing.
 - The skills of developing and pitching ideas, understanding editorial and client briefs, and delivering successful content that attracts and engages audiences.
- Understanding formats and markets: broadcast television, long form/theatrical, and delivering content that works across the new media landscape, including YouTube, Instagram and TikTok
- Budgeting for production, working as a freelancer, and how to manage a creative content career.
- The importance of landowner permissions, Scottish Outdoor Access Code, professional relationships and contacts, and co-designing content briefs.
- Opportunity to develop exciting and varied content for DMBinS and Scottish Cycling to be shared on national/international platforms.
- Content developed by trainees will have feedback from industry professionals with opportunity for support and mentoring to help trainees build a portfolio of work.
- Real living wage for a fixed-term contract of 2 days per week and all reasonable travel and subsistence expenses. Skills development sessions will be held online on a Tuesday morning and are compulsory.
- An industry showcase of the programme and the body of the work created by the cohort will be hosted in March 2025 with expected attendees to be MTB brands and media companies, wider broadcast and film production companies, and national agencies of Scottish Government.

COMMITMENT:

Trainees will need to commit to the following:

- 4 day induction programme – Beginning 31st October (inc Outdoor First Aid Training on 2nd & 3rd November). Shared single gender accommodation will be paid for along with food and nutrition.
- Provide availability for 2.5 days of attendance out of 5 days for the week of the Scottish Mountain Bike Conference - 4th - 9th November 2024. Shared accommodation and all meals will be provided.
- Residential at MTB location in Scotland and a visit to the Cut Media offices on week beginning 13th January.

- 2 days flexible work per week. The training time (Tuesday morning) is the only fixed time - the rest will be developed between the trainee and DMBinS to meet the needs of both.
- Travel to and from filming locations (cycling and public transport encouraged, use of a vehicle may be helpful) All reasonable travel expenses will be reimbursed.
- If possible, provide their own phone as a contact for DMBinS and media. If not possible, a handset will be supplied for the duration of the placement

***Additional Trainee Terms and Conditions**

- All trainees will need to be aged 18 or over to apply.
- The 6 placements for trainees will be available at our locations across Scotland, including:
 - 2/3x trainees in East of Scotland (within commuting distance of Glentress/Tweed Valley)
 - 1/2x trainees in West of Scotland (within commuting distance of Sir Chris Hoy Velodrome)
 - 1/2x trainees in Aberdeenshire (within commuting distance of Aboyne/Banchory)
 - 1 trainee to be based elsewhere in Scotland (may not have an office to be based from)

ABOUT YOU

To secure a place on this programme, ideally you'll have at least one year's content creation experience, either as an amateur or professionally. Or have the desire to work in this industry and have studied in higher or further education in this field. You must also have:

- A passion for the outdoors, sport and adventure
- Excellent communication skills, with the ability to present ideas clearly
- Enthusiasm to learn and develop new skills and share your knowledge
- Excellent organisational & problem-solving skills, time management and attention to detail
- The ability to work accurately and efficiently under tight deadlines, in a fast-paced environment
- Basic skills across the Adobe suite, Premiere Pro in particular

It'd be great if you have:

- Experience shooting and editing sports content
- Strong capabilities across the Adobe suite, Premiere Pro in particular

HOW TO APPLY

To apply email: recruitment@scottishcycling.org.uk and info@DMBinS.com

Subject heading: Fresh Cuts Paid Trainee Content Creator - 'YOUR NAME'

Please include:

Your CV and a short cover letter telling us a little about yourself.

Answer the following questions in your cover letter:

- Why would you like to be part of this programme?
- Where would you like your career path to take you?
- If a film was made about your life, who would play you and why?

And provide the following information:

- **Showreel or links to your content creation work.** Please supply us with your favourite piece of work. Please uploaded to Youtube, Vimeo or similar as an unlisted or private video and sent as a video link - if there is a password please include in your email. Videos sent as attachments may be rejected due to size.
- **A short video of yourself speaking to camera** about why you are passionate about this role (this can be done on a phone or other simple editing device). Please uploaded to YouTube, Vimeo or similar as an unlisted or private video and sent as a video link - if there is a password please include in your email. Videos sent as attachments may be rejected due to size.
- **Complete this short [microsoft form](#)** indicating your availability for the induction including a compulsory Outdoor First Aid Course, Scottish MTB Conference, and MTB location residential, your availability for your 1.5 days of working for DMBinS/Scottish Cycling, and your preferred base location.

Recruitment Timetable

- **Closing date for applications: 12noon Monday 21st October 2024**
- **Notified if successful: Wednesday 23rd October 2024**
- **Start date: 31st October for a 4 day induction programme (including Outdoor First Aid Training)**