EXPEDITION CREATIVE

Your Information Pack

BRITISH EXPLORING SOCIETY

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ABOUT BRITISH EXPLORING SOCIETY

British Exploring Society is a world-class youth development charity with a unique heritage founded on the belief that challenging experiences can transform lives, empowering and equipping young people with the courage, integrity, skills, resilience and motivation to make the most of their future.

We prepare young people for adventures and expeditions virtually, and in remote locations in the UK and overseas where they face challenges, acquire outdoor skills and learn about themselves - as well as undertaking projects with content relevant to their lives and to the fragile environments that they explore.

The results are transformative – not just in terms of practical skills and resilience, but in a new-found confidence and self-belief which they carry forward to their future life. More than this, through their adventure together, our young people forge friendships for life and become part of a unique supportive and continuing community of explorers with shared experiences, values and perspectives on the world.

Purpose: To help young people unlock self-belief - to Find their Fire.

Vision: For all young people to be able to contribute confidently in the world. We want equal access to challenging learning and adventure in the wilderness as an unbeatable preparation for adult life.

Mission: To grow and celebrate a diverse, inclusive community of young people with the skills, resilience and determination to make lasting positive decisions in their own lives, and to deliver community benefit and positive environmental change.

Values: Courage, Challenge, Community and Self-Belief.

81% of British Exploring Society's Members agree or strongly agree that their expedition "changed the course of [their] life"

APPROACH AND IMPACT

British Exploring Society provides young people with challenging expeditions and adventures to remote and wild environments in the UK and Overseas to foster resilience and confidence. Over its history it has run 231 expeditions across six continents and more than 99 locations, including the Arctic, the Amazon, the Himalayas, and deserts across the globe. Today, the charity continues to combine adventure with learning, empowering young people to develop confidence, teamwork, and environmental awareness.

The charity still works with young people aged 14-25 years from across the UK, but the demographic of those beneficiaries has transformed over the past decade. In 2025, 49% of young people who went on expedition declared total household income below £23,000. While any young person can apply to join a programme, British Exploring Society is focused on finding and supporting those from communities lacking access, or the confidence to access, learning opportunities outside the classroom, as well as individuals with poor educational and employment prospects, and young people facing personal, emotional and social difficulties.

Widening access to its programmes has been facilitated by closer working with a variety of other youth organisations, schools and charities, who make referrals and work in partnership with the charity.



Catering to this more diverse demographic has required the charity to think creatively about its processes, financial model, and approach. But the core idea - young people preparing for life by developing resilience and confidence through adventure and learning in a remote wilderness in small self-contained groups - remains the unchangeable heart of the charity's work.

There are three stands to British Exploring Society's approach, reflected in the three colours of its logo.

The results of this approach remain transformative – not just in terms of practical skills and resilience, but in new-found confidence and self-belief. Through their adventures together, the charity's young people forge friendships for life and become part of a unique supportive and continuing community with shared experiences, values and perspectives on the world.

ROLE OVERVIEW



For 2027, British Exploring Society is trialling a new role on our Ready to Explore (overseas expedition) programmes.

This role will exist to document our expedition programmes from start to finish, and to help us to produce compelling pieces of creative content that help demonstrate our work and impact as an expeditionary youth development charity.

For this role, we are looking for people with practical experience in multi-media content creation. This would primarily be (but not limited to) videography and photography.

Person Specification

Necessary Skills

- Proven experience and/or qualifications (academic or vocational) in areas of creative media and content creation which may include film making, photography, creative writing, radio & podcasting, journalism or art
- An ability to work to a clearly defined creative brief and agreed deadlines
- An enthusiasm for personal development, expeditions and creative media, and the ability to convey this to our Young Explorers and expedition Leaders
- An interest in youth development and experience of working with young people
- High levels of integrity and sound judgement
- A strong and flexible team player
- Excellent interpersonal and communication skills, and the ability to inspire others
- The ability to deal with conflict and overcome challenges
- Experience of independent travel, expeditions or fieldwork
- Experience of working with post-production and multimedia editing software (e.g. Adobe Creative Cloud)

Desirable Attributes

- Experience of running workshops to develop creative projects or skills
- Experience of marketing and promotion
- Relevant professional training or qualifications in leadership development and expedition leadership
- Outdoor leadership qualifications and/or training
- Adventurous/outdoor activity experience or qualifications
- Experience of independent travel, expeditions or fieldwork
- Experience of working with post-production and multimedia editing software (e.g. Adobe Creative Cloud)

PURPOSE

The Expedition Creative will have two focus areas:

Producing Case-study Profiles (aka Real Life Stories)
Working in collaboration with the team at British Exploring Society's HQ, the Expedition Creative will help us to identify and profile a couple of Young Explorers on their expedition programme whose stories would make compelling case studies to demonstrate the charity's impact. This initial identification will happen during the Young Explorer's Training Expedition and will then be narrowed down during the overseas expedition phase of the programme.

The target audience for these profiles will be both prospective donors and future young people applying to our programmes.

Documenting Life on Expedition
The Expedition Creative would help to engage the Young Explorers and Fire Leaders on their programme in the production of creative content on expedition that helps to demonstrate their every-day life in the wild. To support you in finding a focus for your expedition's creative projects, we will provide a series of prompts developed based on the typical questions we receive from young people when they apply for our programmes.

The target audience for this content would be young people interested in joining us in the future, but what you create will also make it's way into our organisational archive alongside creative and scientific projects going back to our very beginning in 1932.

"It's incredibly rewarding to see the progress in the Young Explorers from the start to the end of the expedition, and to have played a part in supporting them through their journey. I also love being able to have the opportunity to explore and be on an adventure myself whilst being a leader. I also love the support network we have behind us as Leaders... it's brilliant to know we have such well thought out safety and knowledge available to us as should we need it."

- Anonymous feedback, volunteer Leader



EXAMPLE DELIVERABLES



For both focus areas, the Expedition Creative will work with the Senior Creative & Marketing Coordinator (Ned Helyar) at British Exploring Society's HQ to agree a clear set of deliverables prior to official appointment. For the initial deliverables we will expect the role holder to lead on the post-production.

Here's what an example set of deliverables might look like for someone with a videography and photography skillset. If you had a multi-media approach, we would adapt these accordingly.

Still Images x 150

Due date: Two weeks after expedition return date

What: A selection of images capturing different aspects of expedition life on training and overseas, based on pre-agreed themes as briefed by British Exploring Society's HQ team. Ideally these will be RAW files so that we can edit accordingly, but if you would like to do an initial edit in your creative style too that's great.

2-minute profiles on Young Explorer (x2 profiles, rough cut edits*)

Due date: 1 December 2027

What: These would be the individual profiles on at least two Young Explorers' personal development journeys. Each video would be built primarily around interviews conducted as piece-to-camera conversations with the Young Explorer in question, as well as possibly one or two of their Fire Leaders. These interview segments will be interspersed with b-roll footage of the Young Explorer and their Fire throughout their programme journey (during training, on expedition and at Explorer Celebrations).

15-45 second Instagram ready Reels (x4 Reels, rough cut edits*,)

Due date: 1 December 2027

What: These would be thematic and based on answering specific questions about expedition life provided by our Young People team at British Exploring Society's HQ. Examples might be 'what's it like to share a tent with two other people for three weeks?' or 'What are your top five pieces of kit you carry each day and what do you use them for?'. These Reels would be a quick and easy mini project to get Young Explorers involved in on the expedition.

2-minute Expedition Trailer (rough cut edit*)

Due date: Two weeks before Explorer Celebrations (to be premiered at the event)

What: This would be a highlights video capturing the scope of all activities that were shot on expedition. The trailer would be what we share with the programme participants to celebrate their achievement and would be used in marketing to encourage sign ups for the next year's programmes. In capturing the content, it would likely be a mix of professional footage shot by the Expedition Creative, as well as footage shot by Young Explorers in their respective Fires when the Expedition Creative isn't directly supervising.

Raw Files: Lastly, we would also ask for you to provide copies of all raw files from the programme. We will provide a hard drive for everything to be stored on and then handed over to the HQ team for use in future creative marketing content and programme resource development.

Subject to us screening the contents, you would be able to maintain ownership of your raw files for personal use, but in accepting the role of Expedition Creative you grant British Exploring Society an exclusive perpetual, royalty-free, worldwide, irrevocable, fully transferable licence to use the raw files and project outcomes free of charge for training, advertising, publicity, promotional or other charitable activities or services undertaken by the Charity.

***A rough cut edit:** would be the first working version of a video where clips are assembled in sequential order to map out the core story, structure, and pacing, including any soundbites, interview footage and b-roll. The team in the office would then apply the finishing touches including branding.

KEY DATES



The Expedition Creative will support the charity to creatively document the personal development journeys of our Young Explorers and their life on our expedition programme across these key milestones:

Programme activity dates:

- 5-day training in **North Wales** (Saturday 27 March – Thursday 1 April 2027)
- 3-weeks in the **Anti-Atlas, Morocco** (6 – 25 August 2027) or the **Lyngen Alps, Norway** (24 July – 13 August 2027)*
- 1-day programme wrap up event in **London** - Explorer Celebrations (TBC, October 2027)

Leader Training dates:

In addition, you'll be expected to attend the following induction and training:

- Leader Induction **online** (Saturday 6 – Sunday 7 February 2027)
- Leader Training weekend **Peak District** (Friday 12 – Sunday 14 March 2027).

*The decision for placement of the Expedition Creative on either the Morocco or Norway programme will be at the discretion of the British Exploring Society HQ team and will be based on perceived added value of the successful candidate for either location.

RESPONSIBILITIES

Reporting Structure

As part of the Expedition Leadership Team: On expedition, the Expedition Creative will report to the Chief Leader of the programme. During Training and the overseas expedition, **your role will sit within the Basecamp Team**, and you would be deployed to the different Fires (individual teams of up to 10 Young Explorers, with three Leaders) on a rotating basis at the discretion of the Chief Leader.

As someone responsible for producing creative content in the name of the charity: Throughout the duration of the programme, you will also periodically report to our Senior Creative & Marketing Coordinator. These check-ins will specifically focus on the creative projects and deliverables you are responsible for. The intention being to check everything is on track and you feel suitably empowered to deliver on the projects you have agreed to.

Media Kit & Equipment

Please note that in this trial year the Expedition Creative will be expected to use their own personal media equipment to capture and produce the agreed creative deliverables. British Exploring Society's insurance will protect against any damage or loss to the personal media equipment that you bring with to use in the capacity of Expedition Creative.

RESPONSIBILITIES (continued)

Pre-Expedition

- Attend Leader Induction and Training (key dates noted above)
- Attend Young Explorer Training (key dates noted above)
- Contribute to planning, expedition media specific guidelines and similar, as appropriate and directed by British Exploring Society and/or the Chief Leader, particularly in your area of expertise
- Plan and deliver a programme of exciting and inspirational creative media projects in partnership with British Exploring Society's Marketing team.
- Liaise with British Exploring Society and the Expedition Leader Team, particularly the Chief Leader and Basecamp Manager to organise and obtain suitable equipment
- Liaise with Fire Leaders and the Young Explorers during Expedition Training to brief and plan suitable creative media projects to meet their needs and interests
- Liaise with the Senior Creative & Marketing Coordinator on media projects, planned activities and marketing objectives

On Expedition

All responsibilities for the Fires (individual teams of Young Explorers) in the field are held by the Fire Leader(s), except those which pertain directly to your expertise when you are placed in a Fire.

- Produce content that can be used by British Exploring Society for marketing purposes as determined by the agreed deliverables associated with your role as Expedition Creative
- To inspire our Young Explorers and engage fully in activities to support the educational aims and purpose of the charity and the expedition
- Assist with and be involved in all aspects of expedition life including camp duties, science projects and adventurous activities
- All Leaders will manage a feedback and review process with the Young Explorers in the Fire allowing them to process their personal development and understand the expedition experience
- To enhance the experience of the Young Explorers through creative media
- Assist the Young Explorers to document and capture their experience of expedition life to contribute towards the deliverables associated with your role as Expedition Creative
- Plan and deliver a programme of exciting and inspirational creative media projects in partnership with British Exploring Society's Senior Creative & Marketing Coordinator.

Post Expedition

- Attend Explorer Celebrations (key dates noted above)
- Assist in providing suitable follow up for the projects that you have been responsible for as determined by the agreed deliverables associated with your role as Expedition Creative (e.g. Editing photos and videos, production of content, displays or presentations, etc)
- Contribute to the overall post expedition report (PXR), Explorer Celebrations event and presentations, and expedition feedback as appropriate and directed by British Exploring Society and/or the Chief Leader

NB. Any creative content that you produce in this role will include a credit to you when used in the charity's marketing.

WHAT WE OFFER

Equal opportunities

British Exploring Society is committed to equal opportunity and to building an executive and volunteer team that together represent a diverse variety of backgrounds, skills and perspectives on the world. The more inclusive we are, the better we think we'll be at delivering our chartable aims.

Like all our Leadership roles, the Expedition Creative is a voluntary role with significant responsibilities and time commitments. If you are looking to add to your portfolio as a creative media practitioner in an expeditionary environment, there are few organisations that will give you as much trust and freedom.

In lieu of financial payment, British Exploring Society will endeavour to do everything we can to give you a platform with which to develop your career as a creative media practitioner.

- **Your participation as a volunteer on our programmes is fully funded, including flights**. In 2027 the actual cost of joining one of our three-week overseas expeditions would be between £4000 - £5000.
- As a charity with nearly a century of history, we are fortunate to have built up a strong, supportive and well-connected community. **Where applicable, we will connect you with relevant opportunities** as and when they come up through our community of Members, Supporters, Trusts & Donors.
- Depending on the shape of the projects you produce as part of the programme, **we will explore opportunities to screen and exhibit your work** either at our own events or at events hosted by our partners.
- After participating you will become **a lifetime Member of British Exploring Society**.

Long term Impact – giving your creative work a purpose 2, 5, or 10 years down the line

You may have come across our recent short film We Belong Here.

In the event the Expedition Creative role proves successful in this trial year, over time we will build a library of footage documenting the personal development journey of several young people. Like in We Belong Here, this presents an opportunity in the future to do retrospective check-ins with these former Young Explorers as they take the next steps in their life after their expedition programme with us.

As a contributor to documenting their time on expedition, you would be credited in whatever that long term project ends up being. And depending on where you are in life at that point, if you were interested you could get involved in creating that retrospective piece too.



"It smashes down barriers, builds resilience, boosts confidence and self-esteem."

- Chloe Moul, Senior Social Leader



HOW TO APPLY

Step 1: Log in to the Leader Portal and start filling in your profile. You will be expected to upload an up-to-date CV as part of this process. Make sure to select '**Expedition Creative**' from the roles that are available. If you are interested in any other roles, please feel free to select those from the dropdown too.

Step 2: In addition to completing your Leader profile, we will asl you to share a link to your creative portfolio, and to answer two short written questions. One explaining why you are a suitable choice for the Expedition Creative role, and the second explaining any initial ideas that you might have for a creative project you would like to run during the programme next year.

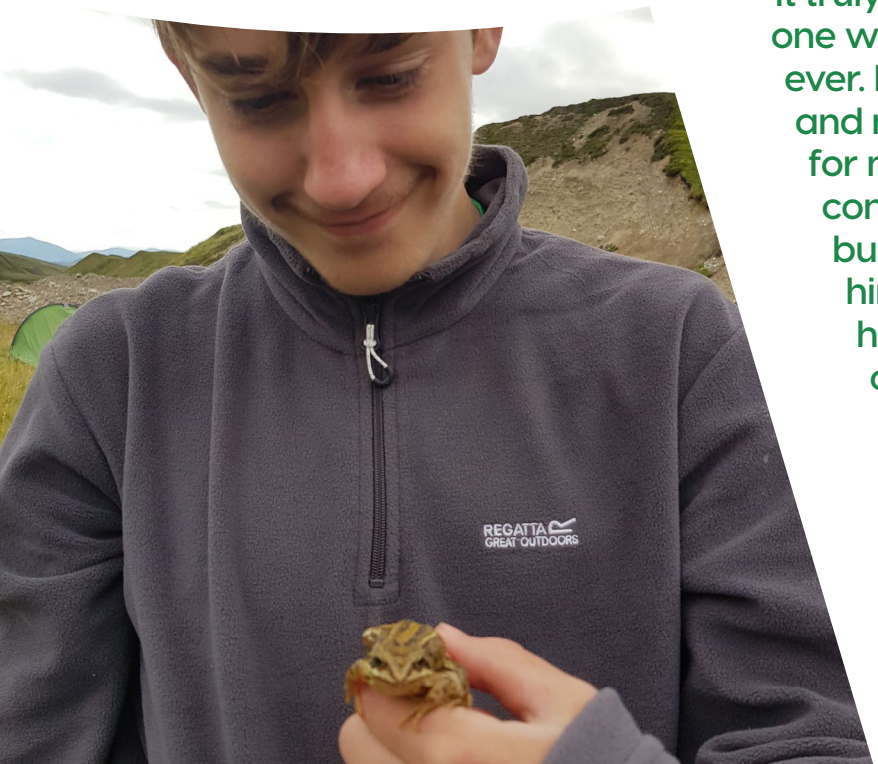
Step 3: Shortlisted applicants for 2027 will be invited to an interview where we will discuss your ideas further and ask a couple more questions before a final decision is made.

Application deadline: Sunday 3 January 2027

Interviews: 11 – 15 January 2027.

The final candidate(s) will be decided by Monday 18 January 2027.

APPLY HERE



"It truly has been his own experience and one which I know he will remember for ever. He's been challenged and pushed, and made friends that he will keep for many years, and I'm sure that the confidence and resilience that he's built through the experience will stand him in good stead for when he leaves home for university in the next couple of years."

- Sheila, Young Explorer Guardian