



JOB DESCRIPTION

JOB TITLE	Content creator (CC)
RESPONSIBLE TO	Reporting to the director of marketing and admissions (DMA) and working closely with the Marketing and Admissions teams and all staff at Eastbourne College and St Andrew's Prep.
JOB SUMMARY	The CC will focus on creating photographic, film and written content for the schools' communications. This includes the schools' websites, social media, advertising campaigns (when not done by existing Ad Agency) and supporting the marketing leads at Eastbourne College and St Andrew's Prep in the creation of marketing materials (eg brochures and posters). This role will champion excellence in creative content across all areas of the Charity and in the schools.
LOCATION	The CC will work across the Charity and have space to work at both Eastbourne College and St Andrew's Prep so that they become fully acquainted with both schools and all staff across the Charity know them.

KEY RESPONSIBILITIES

The CC's role is a full-time position to support in the delivery of the strategic vision of the Charity and help maximise recruitment across the Charity.

The position requires superb communication skills, flexibility, initiative and drive as well as demonstrable capabilities in content creation. The CC needs to be approachable, efficient, enthusiastic and hard-working. Strong inter-personal skills are essential. The CC will need the confidence to be able to interact calmly, at all times, with a wide range of different people across the Charity on a day-to-day basis.

The CC would work very closely with both marketing leads at Eastbourne College and St Andrew's Prep, so creating a strong working relationship with both will be vital.

An excellent level of creativity and detail / accuracy is required in particular for copywriting. The role's main responsibilities include the need:

- to work with DMA, St Andrew's Prep marketing lead and Eastbourne College marketing lead creating an annual and monthly content plan
- to film and photograph activities for this content plan, growing our presence on YouTube and other video log (VLOG) platforms
- to retouch photographs and edit film for communications
- to adapt, create layouts, proof-read, make content ready and publish / supply to owned, earned and paid channels
- to develop and maintain the current websites for Eastbourne College and St Andrew's Prep, ensuring that they are innovative and engaging and reflect the width and breadth of activity in each school
- to use content management systems to create and update web pages
- to optimise the website for search (SEO) and grow the schools' social and professional networking reach and engagement

- to be responsible for further developing and implementing a social media strategy across all platforms including Facebook, Twitter and Instagram and other appropriate media (including new media as they emerge)
- to help in the planning and implementation of regular thought leadership material with a view to extending the schools' reach on SoundCloud and other similar podcast platforms / apps
- to engage actively with online communities, at all times appropriately and positively representing the values of each school
- to keep abreast of developments and best practice in the digital marketing world
- to ensure consistency of brand message for each school
- to ensure consistency of brand guidelines for each school
- to liaise with all staff across the schools to ensure an appropriate representation of academic and co-curricular life
- to support and help the DMA and others in delivering the marketing strategy for the Charity when required.

KEY SKILLS AND QUALITIES

- an affinity with Eastbourne College's and St Andrew's Prep's values and culture; the CC will need to be at ease in promoting the values of an independent day and boarding school for boys and girls
- excellent communications skills and a clear and accurate writing style with excellent attention to detail
- ideally, but not essentially, candidates will be educated to degree level or equivalent
- a positive, creative and imaginative outlook
- creative talent in photography and film
- excellent IT and social media capabilities with experience in digital marketing management
- knowledge and experience of using image-editing software (Adobe Photoshop, Illustrator, Indesign or equivalent)
- knowledge and experience of using film-editing software (FinalCut Pro, iMovie or equivalent)
- knowledge and experience of using web content management systems
- knowledge and experience of Mailchimp and equivalent packages
- familiarity with social media scheduling tools such as Hootsuite
- excellent interpersonal skills; the ability to be a team player and to get on with others, work co-operatively and supportively with others
- knowledge of the principles of good digital copywriting
- proficiency with Microsoft Office applications
- practical knowledge of a range of social media platforms and their uses
- excellent organisational skills with the ability to handle and prioritise projects
- ability to work independently and efficiently in order to meet department goals
- willingness to learn new skills and embrace new opportunities.

TERMS AND CONDITIONS

Hours of work 37.5 hours per week. As a guide, hours are 9.00am till 5.00pm Monday to Friday but activities that will need to be captured for content also occur during evenings and weekends during term-time, so flexibility in hours is required and, on occasions, in order to meet the demands of the post, the person may be required to work to support evening and weekend events.

Salary competitive depending on skills, qualifications and experience.

Holidays	Five weeks' holiday per year plus Bank Holidays. Attendance will be required on Bank Holidays that fall during term time for which time off in lieu will be given. Holidays to be taken only during school holidays (and not during term time) following the authorisation from the DAER.
Pension	After three months' service, the CC may be automatically enrolled into the Eastbourne College WorkSave Pension Scheme (details are available from the HR Department) depending on the level of earnings, however the CC may also choose to opt in to the pension scheme. The College will contribute five per cent of gross salary and the CC will be expected to contribute three per cent. The CC may choose to opt out of the pension scheme.

Other Benefits

- life cover of three times salary after two years' employment
- free lunch during normal working hours
- free use of College facilities
- annual pay review.

SAFEGUARDING STATEMENT AND EQUAL OPPORTUNITIES STATEMENT

The Charity is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The appointment is subject to enhanced DBS check, pre-employment medical questionnaire and positive references.

APPLICATION PROCESS

To apply, please visit <https://www.eastbourne-college.co.uk/contact/employment-opportunities/> and click the [Apply Now](#) button to complete the mandatory application form.

A letter of application evidencing suitability for the post against the job description and person specification described above, and an up-to-date CV, should be uploaded with this online application form.

Closing date: 27 January 2020

Applications will not be accepted without a fully completed application form including a complete career history. Candidates will be required to provide the names and contact details of two referees, one of whom should be a current employer but not a family member or current employee of Eastbourne College Charity. Candidates should make it clear if they would prefer their referees not to be contacted before the interview stage.

Further information is available from Human Resources: hr@eastbourne-college.co.uk or 01323 452239.

January 2020