

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 static, moving and audible content for the schools' communications. This includes the schools' websites, social media and advertising campaigns (when not done by existing Ad Agency). This role will champion excellence in creative content across all areas of the schools. The role will also act as a general marketing support as and when needed.
LOCATION	The CC will need to be visible across both schools. The office space will be at Eastbourne College.

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 creativity, flexibility, initiative, and drive. 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 with a wide range of different people across the Charity on a day-to-day basis.

The CC would work very closely with the ECi Campaign and Marketing lead. On a day to day basis they will work alongside the ECi Social and Marketing Assistant. Creating strong working relationships with both will be vital.

The role's main responsibilities include:

- creating a monthly and annual content production plan through your own ideas and an understanding of the requirements from the DMA, ECi Campaign and Marketing lead, ECi Social and wider stakeholders
- working with a social media counterpart to deliver the agreed content required for the social communication plan
- producing the agreed film and photograph activities from the overall content plan
- helping create, deliver and enhance live broadcasts and other live virtual events
- retouching photographs and editing film
- audio recording
- using content management systems to update the website with briefed changes
- optimising the website for search (SEO) and grow the schools' social and professional networking reach and engagement
- creating the weekly online bulletin for St Andrew's Prep
- managing asset libraries for both schools
- keeping abreast of developments and best practice in the marketing world
- ensure brand consistency across all content
- supporting on wider marketing requirements when required

KEY SKILLS AND QUALITIES

- creative talent in photography and film
- a positive, creative and imaginative outlook
- 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
- knowledge and experience of using image-editing software (Adobe Photoshop, Illustrator, Indesign or equivalent)
- excellent IT and social media capabilities
- excellent communication skills with excellent attention to detail
- excellent interpersonal skills; the ability to be a team player and to get on with others, work co-operatively and supportively with others
- 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
- 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.
- ideally, but not essentially, candidates will be educated to degree level or equivalent

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 DMA.

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.

October 2022