



Digital Content Producer

Job Purpose

Brentwood School is seeking a creative, proactive and highly skilled Digital Content Producer to join its busy Marketing & Communications team. This is an exciting opportunity for a visual storyteller who is passionate about creating meaningful content and bringing authentic stories to life. Brentwood School is a vibrant community filled with extraordinary people, inspiring achievements and remarkable moments, and we're looking for a creative individual who can capture them in ways that inspire, inform and engage. Working across every aspect of school life, you will produce high-quality videography and social media content that showcases our pupils, staff and wider community. Through compelling storytelling, you will help strengthen the School's reputation, engage current families, alumni and supporters, and inspire prospective pupils and parents. You will manage the full content creation process, from concept development and planning through to filming, editing and publication, supporting the communications needs of the School, Brentwood School Foundation, Brentwood School Enterprises, Event Brentwood, academic and co-curricular departments and major School events. Whether producing promotional films, covering concerts, sporting fixtures and key events or creating content for recruitment and fundraising campaigns, you will help bring the Brentwood School story to life. As part of a collaborative and ambitious Marketing & Communications team, you will contribute to the School's strategic objectives through creative, innovative and impactful digital communications. This is a varied role offering the opportunity to develop fresh ideas, embrace new technologies and make a lasting contribution to one of the UK's leading independent schools. As our communications strategy continues to evolve, so too will the opportunities within this role.

Hours

8:30am to 5pm (with one hour for lunch unpaid) Monday to Friday (incl. school holidays) with some flexibility to support key events in the evening or weekends

Report to

The Head of Marketing & Communications

Contacts

Headmaster, Head of Prep, SLT Central, SLT Local, SLT Ops, Marketing & Communications Team, Development (inc Partnerships and Foundation), Admissions Teams (Prep & Senior), Event Brentwood, Brentwood School Enterprises.

Department

Marketing & Communications

Key Responsibilities & Accountabilities

Content Creation & Storytelling

- Lead the planning, creation and delivery of high-quality digital content, including short-form video, Reels and YouTube Shorts, that showcases Brentwood School's 3–18 educational journey across all marketing and communication channels
- Manage the full content production process, from concept development and scripting through to filming, editing and publication
- Produce engaging photography, videography, podcasts and multimedia content that celebrates academic, sporting, co-curricular, pastoral and community life
- Capture key School events, including concerts, productions, sporting fixtures, assemblies, chapel services, Open Events and other significant occasions through photography, videography and livestreaming where appropriate
- Create compelling visual stories highlighting pupil achievements, events and day-to-day life across the School
- Maintain a consistent tone, style, and brand identity
- Produce and develop the Brentwood School Podcast, overseeing planning, recording, editing and publication. Lead the launch and ongoing development of this new initiative.

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- Maintain and regularly refresh the School's library of promotional films and digital assets, ensuring recruitment, scholarship, co-curricular and corporate content remains current, engaging and aligned with strategic priorities.



Brentwood School

Digital Marketing & Brand

- Create compelling content for social media, the School website, digital advertising, presentations and publications, ensuring all content reflects the Brentwood School brand and visual identity
- Produce digital content to support pupil recruitment, admissions, scholarships, bursaries, fundraising, alumni engagement, partnerships, Brentwood School Foundation, Brentwood School Enterprises and Event Brentwood
- Support the delivery of digital marketing campaigns, including paid social media, Pay Per Click (PPC) advertising and remarketing activity where appropriate
- Manage the marketing content calendar, ensuring key campaigns, events and communications opportunities are planned, captured and delivered effectively
- Help manage digital communication tools and systems, including content libraries, CRM databases and audience engagement platforms.

Collaboration & Relationship Building

- Work collaboratively with colleagues across the School to identify and tell authentic stories that reflect the breadth and diversity of School life
- Build strong relationships with pupils, staff, parents, alumni, partner organisations and external suppliers to create engaging content and strengthen the School's reputation
- Liaise with photographers, videographers, designers, agencies and other external suppliers where required
- Support the wider Marketing & Communications team with campaigns, publications, events and other departmental projects as required.

Technical Excellence, Analytics & Innovation

- Operate professional production equipment, including cinema cameras, lighting, audio equipment, gimbals and drones (where appropriately qualified), maintaining high production standards at all times
- Use industry-standard software, including Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Lightroom and related applications) and audio production software such as Logic Pro, to create professional-quality content
- Monitor and evaluate the performance of digital content and campaigns using analytics, preparing reports and insights to measure engagement and inform future marketing activity
- Keep up to date with emerging trends, technologies and best practice in digital marketing, social media, photography and video production, identifying opportunities to enhance the School's communications and audience engagement.

Personal Specification

Essential

- A genuine passion for digital storytelling and creating engaging visual content
- A strong understanding of brand, values and culture, with the ability to communicate the School's ethos through compelling digital content
- Experience in videography, photography and digital content creation, either professionally or through relevant qualification
- Excellent filming, editing and post-production skills
- High level of proficiency using Adobe Creative Cloud, including Premiere Pro, Photoshop, Lightroom and After Effects
- Experience using professional camera equipment, lighting and audio recording equipment
- Strong understanding of social media platforms and creating content optimised for each channel
- Excellent written communication skills with the ability to write engaging copy for different audiences

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- Creative flair with excellent visual judgement and attention to detail
- Strong organisational skills with the ability to manage multiple projects and deadlines simultaneously
- Confidence working independently while contributing positively within a collaborative team embracing the concept of shared goals
- A flexible and proactive approach, with willingness to work evenings and weekends
- Professional, approachable and confident when working with pupils, staff, parents and visitors
- High levels of discretion, integrity and professionalism
- Self-motivated with a positive outlook, a 'can-do' attitude, and a willingness to welcome and respond positively to constructive feedback.

Desirable

- Experience producing podcasts from concept through to publication
- Knowledge of PPC advertising, digital marketing and campaign analytics
- Experience using CRM systems and audience management tools
- Drone flying qualification and experience of aerial videography
- Basic graphic design experience using Adobe InDesign and Illustrator
- Experience producing content for fundraising or development campaigns
- Knowledge of current digital trends, emerging platforms and AI-assisted content creation tools.

Safeguarding Responsibilities

All staff share responsibility for safeguarding. Operational staff are the “eyes and ears” of the school and play a crucial role in early detection and should ensure that concerns are passed on to the appropriate person immediately.

Awareness and Vigilance:

- Being aware of and alert to signs and indicators of abuse, neglect, or other safeguarding concerns.
- Understanding that children may disclose concerns to any trusted adult, not just teachers.
- Remaining vigilant in all areas of the school, including corridors, playgrounds, and communal areas.

Reporting Concerns:

- Knowing the school's safeguarding policies and procedures for reporting concerns.
- Understanding the importance of reporting any concerns, no matter how small, to the designated safeguarding lead (DSL) or another appropriate person.
- Recognising that we all have a part to play in safeguarding children.

Creating a Safe Environment:

- Contributing to a positive and supportive school environment where children feel safe and listened to.
- Maintaining professional boundaries with students at all times.

Next Steps

To apply, please submit an application form and personal statement via our website.

If you wish to find out more about this role, please contact the HR Department at recruitment@brentwood.essex.sch.uk.

If you would like an informal conversation with the Head of Marketing (this will not form part of the recruitment process), then please get in touch with HR to arrange.

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