



CONTENT CREATOR

JOB DESCRIPTION & PERSON SPECIFICATION

Main Purpose of the Post

The Content Creator is responsible for capturing and communicating the breadth, energy and character of school life across Nursery, Pre-Prep, Prep and Senior School, encompassing pupils from 9 months to 16 years.

Working as an integral member of the Marketing team, the Content Creator will identify, capture and develop engaging stories about school activities, events, achievements and everyday life, producing high-quality written and visual content for use across the School's communications and marketing channels.

Key Accountabilities & Relationships

- **Reports to:** Marketing Manager
- **Works with:** For example pupils, parents, other staff members, alumni, suppliers and external stakeholders such as feeder schools.

Hours of Work

The usual working hours for the role are 9.00am to 5.00pm with a 30-minute lunch break.

The nature of school life means that some important events and activities take place outside normal working hours. The postholder will therefore be expected to work occasional evenings and weekends to provide content coverage.

Appropriate notice will be given wherever possible, and the postholder will be expected to demonstrate reasonable flexibility in meeting the needs of the role.

Key Responsibilities

1. Content Creation and Storytelling

- Proactively identify interesting, engaging and distinctive stories from across all areas of the School.
- Capture the breadth of school life, including academic activities, sport, music, drama, art, trips, clubs, outdoor learning, competitions, celebrations, performances, special events and everyday pupil experiences.
- Develop compelling written and visual content that brings the School's character, values and educational experience to life.
- Understand the purpose and intended audience of a story and determine the most effective way to communicate it.
- Adapt content and storytelling appropriately for different age groups, audiences, channels and purposes.

- Work with the Marketing team to develop creative ideas and content series that generate interest and engagement.
- Balance responsive coverage of day-to-day school activity with planned content supporting broader marketing campaigns and priorities.

2. Writing, Editing and Proofreading

- Write engaging, accurate and appropriately styled captions to accompany photography and video content.
- Research and write high-quality news stories about school activities, events, achievements and members of the School community.
- Produce supporting copy for the School's website, social media, newsletters, publications and other marketing communications as required.
- Write confidently in the School's established tone of voice, ensuring that content is appropriate to the audience and communication channel.
- Translate information supplied by colleagues into polished, engaging and accessible copy.
- Ensure all written content is grammatically correct, accurately spelt and appropriately punctuated.
- Demonstrate excellent attention to detail when checking names, dates, facts and other information before publication.
- Proofread and edit content produced by other members of the Marketing team and colleagues across the School, correcting errors and improving clarity, consistency and readability where appropriate.
- Ensure written communications consistently meet the School's standards for style, tone of voice, terminology and presentation.
- Maintain a high level of written accuracy, including when producing content to short deadlines.

3. Photography, Video and Audio

- Capture high-quality photography and video across the School using both cameras and smartphones.
- Photograph and film pupils, staff, events, activities, facilities and the wider school environment.
- Use microphones and straightforward audio equipment effectively when recording interviews, voice or other supporting audio.
- Plan and execute content capture with consideration for composition, lighting, sound, setting and the overall story being communicated.
- Capture both planned and spontaneous moments in a way that feels natural, engaging and authentic.
- Edit and optimise photography, video and audio to a high standard for the intended channel and audience.
- Create short-form digital and social video content as well as longer-form pieces where required.
- Maintain an organised and accessible library of photographic, video and audio assets.

4. Strategic and Brand Content

- Create written and visual content that supports the School's marketing strategy, positioning, values and key messages.
- Work closely with colleagues to translate broader marketing messages into engaging stories and content.
- Ensure all content is consistent with the School's brand identity, tone of voice and visual standards.
- Develop content for use across channels including the School website, social media, digital campaigns, newsletters, publications, presentations and other marketing materials.
- Understand the different audiences the School communicates with and create content that resonates appropriately with prospective and current families, pupils, staff, alumni and the wider community.
- Contribute ideas for campaigns and initiatives that strengthen the School's profile and reputation.

5. Planning & Collaboration

- Develop strong working relationships with colleagues across Nursery, Pre-Prep, Prep and Senior School.
- Build a network of contacts across the School who can help identify upcoming activities, achievements and potential stories.
- Liaise proactively with teachers, support staff and other colleagues to understand what is happening across the School.
- Maintain a forward content plan and coordinate coverage of key activities and events.
- Prioritise competing demands and ensure important content opportunities are captured.
- Work effectively to deadlines, including situations where written and visual content needs to be produced and published quickly.
- Collaborate closely with other members of the Marketing team and contribute positively to team planning, proofreading and creative discussions.

6. Quality Control

- Take responsibility for ensuring all written and visual content is accurate, polished and of a consistently high standard before publication.
- Demonstrate exceptional attention to detail across writing, proofreading, photography, video and editing.
- Check spelling, grammar, punctuation, names, dates, captions and factual information carefully before publication.
- Proofread marketing communications produced by others when required.
- Identify inconsistencies or errors and take responsibility for ensuring these are corrected.
- Follow agreed approval processes and respond constructively to feedback.
- Maintain consistency in the quality, style, tone and presentation of the School's content across different channels.

7. Safeguarding, Privacy and Permissions

- Place the safeguarding and wellbeing of children at the centre of all content creation.
- Follow the School's safeguarding, photography, filming, data protection and social media policies at all times.
- Ensure that pupil photography and filming complies with the School's consent and image-permission procedures.
- Exercise discretion and sound judgement when photographing, filming, writing about or sharing content involving children.
- Handle photographs, video footage, written information and other digital assets securely and appropriately.

8. Equipment and Digital Assets

- Take appropriate care of cameras, smartphones, microphones and associated content-creation equipment.
- Ensure equipment is maintained, organised and ready for use.
- Maintain logical systems for storing, cataloguing and retrieving photography, video and audio content.
- Help develop an effective archive of high-quality evergreen content for future marketing use.
- Keep abreast of developments in photography, video, editing, social media and digital content creation, identifying opportunities to enhance the quality and effectiveness of the School's content.

9. General

- Work collaboratively as a member of the Marketing team and wider School community.
- To contribute to a high-quality learning environment that is inclusive and responsive to individual pupil needs.
- Promote and uphold the School's values, ethos and professional standards.
- To support extracurricular and enrichment activities where appropriate.
- To maintain appropriate professional boundaries and relationships with pupils, families and colleagues.
- To actively promote equality, diversity and inclusion within the school community.
- Maintain appropriate confidentiality at all times.
- Demonstrate a commitment to safeguarding and promoting the welfare of children and young people.
- Undertake appropriate training and professional development.
- To undertake any other duties that the Headteacher or SLT may reasonably require, commensurate with the grade of the post.

This Job Description and areas of responsibility may be developed to reflect the strengths of the postholder, their areas for development and aspirations. Whilst every effort has been made to explain the main duties and responsibilities of the role, each individual task may not be identified. The job description may be amended to meet the needs of the school.

Safeguarding

All members of staff at Holme Grange School are expected to be committed to the safeguarding and protection of children, show an understanding of the issues surrounding the safeguarding of children, and follow the procedures in school policies and handbooks to ensure the safeguarding of all pupils at the school.

Holme Grange School is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service. It is an offence to apply for this post if you are barred from engaging in regulated activity with children.

Person Specification

The successful Candidate will be able to demonstrate the following:

- **Creative** – someone who enjoys coming up with new ways of telling stories.
- **Curious** – genuinely interested in people and what is happening around the School.
- **Proactive** – willing to seek out stories and opportunities.
- **Observant** – able to spot the moments that will make engaging content.
- **A strong communicator** – comfortable expressing ideas both verbally and in writing.
- **Accurate** – someone for whom spelling, grammar, factual accuracy and presentation matter.
- **Personable** – able to develop positive relationships with pupils and colleagues.
- **Adaptable** – equally comfortable covering a Nursery activity, classroom lesson, sports fixture, Senior School production or whole-school event.
- **Organised** – able to manage a varied workload and competing priorities.
- **Reliable** – someone colleagues can depend upon working to deadlines under time pressure.
- **Collaborative** – enthusiastic about being part of a Marketing team.
- **Flexible** – willing to respond to the changing rhythms and demands of school life.
- **Enthusiastic** – bringing energy, imagination and a positive approach to the role.