



KINGSWOOD

BATH

APPOINTMENT OF
DIGITAL CONTENT OFFICER

June 2026



HEADMASTER'S WELCOME

Thank you for your interest in joining the Kingswood Foundation as our Digital Content Officer. I hope that this pack gives you a sense of the purpose, warmth and ambition that define our school community.

Kingswood is a remarkable place. Founded by John Wesley in 1748 with a mission of service, it is now a thriving co-educational boarding and day school in the heart of beautiful Bath. Our distinctive ethos combines academic excellence with a profound commitment to care, inclusion and the individual potential of every pupil and member of staff.

If you believe in the power of storytelling and strive to bring to life the energy, warmth and excellence of the Kingswood Foundation across our digital channels, we'd be delighted to hear from you.

Best wishes,

A handwritten signature in black ink, appearing to read 'Andrew Gordon-Brown', written in a cursive style.

Andrew Gordon-Brown

ABOUT THE ROLE

We're looking for a creative Digital Content Officer to help bring the Kingswood Foundation to life online.

This is a brilliant opportunity for someone who loves storytelling, social media and creating engaging content that people want to watch and share. From capturing sports fixtures and school productions, to interviewing pupils and the day-to-day moments around Kingswood's stunning grounds, no two days will look the same. You'll play a big part in shaping how current and prospective families experience Kingswood online.

You'll work closely with the Head of Marketing, Marketing Officer, Admissions team and wider school community to create exciting, authentic and engaging content across social media, the Kingswood website and digital channels.

If you're someone who spots trends, enjoys being behind a camera, loves editing Reels with a natural eye for what works online, whilst continuously developing our content, we'd love to hear from you.



KEY RESPONSIBILITIES

Overall Responsibilities

- ▶ Creating fun, engaging and high-quality content for Kingswood's social channels.
- ▶ Capturing photography and video content across the busy school day, events and activities.
- ▶ Filming and editing short-form video content including Reels and interviews.
- ▶ Lead on the planning and scheduling of content across Instagram and other social platforms.
- ▶ Bringing fresh ideas for campaigns, trends, content series and new ways to engage audiences.
- ▶ Working with pupils and staff across the Foundation to uncover great stories and moments around the School.
- ▶ Supporting with bigger photo and video shoots alongside external creative agencies.
- ▶ Designing graphics and editing content using tools such as Canva, Adobe Creative Suite or CapCut.
- ▶ Leading vital behind-the-scenes processes that support content creation, including photo permissions and record keeping.
- ▶ Monitoring content performance and helping us understand what's working well and what could be improved, feeding into to future planning.
- ▶ Helping to manage the website and keep it up to date, regularly reviewing and refreshing content, as well as ensuring updates at set points of the year.
- ▶ Supporting coverage of school events and key moments throughout the year.
- ▶ Ensure the Kingswood tone of voice and visual identity is maintained.

Social Media

- ▶ Collaborate with stakeholders to create compelling, audience-focused content across Kingswood Foundation channels.
- ▶ Plan and deliver high-impact weekly content, including forward planning for key periods and identifying opportunities to innovate and expand.
- ▶ Lead the creation of high-quality multimedia content (video, photography, graphics and copy) that brings the brand to life.
- ▶ Produce engaging short-form and long-form content to support both social engagement and admissions storytelling.
- ▶ Monitor trends, platform developments and audience behaviour to drive continuous improvement and ensure a consistent tone of voice and visual identity.

Website

- ▶ Manage and enhance the website, ensuring content is engaging, well-structured and aligned with brand guidelines.
- ▶ Drive traffic through targeted initiatives and a consistent pipeline of fresh news and stories from staff and pupils.
- ▶ Support site performance and visibility by refining user experience and SEO in collaboration with external partners.

Additional Deliverables

- ▶ Support promotion and delivery of key school events, including Open Days, Action Mornings, Assessment days and school events, which may be outside of the standard working day.
- ▶ Manage and maintain organised digital asset libraries, ensuring content is accessible, compliant and up to date.
- ▶ Ensure full compliance with GDPR, CMA regulations, and safeguarding requirements across all content and imagery.
- ▶ Manage pupil photo permissions, maintaining accurate records in collaboration with the school office.
- ▶ Use performance insights and reporting to continuously refine content and campaign effectiveness.
- ▶ Support community engagement by capturing live content at events, building strong relationships, and collaborating with admissions and marketing teams to deliver key priorities.





SKILLS, QUALIFICATIONS & EXPERIENCE

We'd love to hear from you if you:

- ▶ Have experience creating content for social media, marketing or digital in a professional environment.
- ▶ Love photography, videography and visual storytelling.
- ▶ Are confident editing short-form video content for tight deadlines and across multiple projects.
- ▶ Have a strong understanding of platforms like Instagram and YouTube.
- ▶ Are organised, proactive and happy juggling multiple projects.
- ▶ Enjoy meeting people and building relationships across a busy community.
- ▶ Have a great eye for detail and brand consistency.
- ▶ Can write clear, accurate and engaging copy with a warm and approachable tone.
- ▶ Experience working in the independent school or education sector would further strengthen your suitability for the role.

PAY AND BENEFITS OF SERVICE

This is a full-time, all-year-round position working 37 hours per week from 9.00am to 5.00pm, Monday to Thursday, and from 9.00am to 4.30pm on Friday.

The salary for this role is between £28,000 and £30,000 per annum, dependant on experience.

Kingswood School has high expectations of staff and looks to reward them with beneficial conditions of service.

- ▶ Professional development and training.
- ▶ All staff enjoy free meals provided in the Dining Room with refreshments available throughout the day.
- ▶ Part remission of fees at Kingswood Nursery, Prep and Senior Schools for children of employees (subject to the normal competitive entry requirements being met). Please note that remission of school fees is not a contractual entitlement; the Governors reserve the right to vary the rate of remission or to withdraw it altogether.
- ▶ Staff are welcome to make use of the leisure and sports facilities (which includes a swimming pool, gym and tennis courts) set within the beautiful School grounds.
- ▶ Parking available around the School site (subject to availability).
- ▶ Stakeholder Pension Scheme.
- ▶ Death in Service benefit.
- ▶ Cycle Scheme in line with the Government's Cycle to Work initiative.
- ▶ Employee Assistance Programme, an independent, free and confidential advice service that can offer both practical advice and emotional support.
- ▶ Kingswood has a strong sense of community and there are many ways to be involved whether through sport, music or social events.

CHILD PROTECTION

It is your responsibility to help promote and safeguard the welfare of children and young persons for whom you are responsible, or with whom you come into contact, and to adhere to and ensure compliance with the School's Child Protection Policy Statement at all times. If, in the course of carrying out the duties of the post, you become aware of any actual or potential risks to the safety or welfare of children in the School, you must report any concerns to the School's Designated Safeguarding Lead. Protecting children from the risk of radicalisation is part of the School's safeguarding duties (under the Prevent Duty).

APPLICATION PROCESS

Please visit our website www.kingswood.bath.sch.uk/about-us/employment-opportunities to read our policies for Recruitment, Selection and Disclosure Procedure, and Child Protection and Safeguarding Policy including EYFS.

Please email recruitment@kingswood.bath.sch.uk to request an Application Form. Miss Hannah Sweeney, Recruitment Administrator, can answer any questions you may have about the role.

Completed Application Forms should be returned by Email (or by post: Recruitment Administrator, Kingswood School, Lansdown, Bath, BA1 5RG)

Closing date: **Monday 13 July 2026, midday.**

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. You will be required to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS).

The post is exempt from the Rehabilitation of Offenders Act 1974 and the School is therefore permitted to ask job applicants to declare all convictions and cautions (including those which are "spent" unless they are "protected" under the DBS filtering rules) in order to assess their suitability to work with children."

As an equal opportunities employer, Kingswood School is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We offer a welcoming and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply.



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recruitment@kingswood.bath.sch.uk

www.kingswood.bath.sch.uk