
Digital Content Creator



Reports to:	Head of Marketing and Communications
Full Time/ Part Time:	5 days on-site during term time; WFH during school holidays (subject to approval). Occasional evening /out of hours work may be required for school events (time off in lieu given)
Weeks worked:	Full time (Term time plus option negotiable)
Role Summary:	<p>This is a hands-on, creative role at the heart of The Hall's content output. Working closely with the Head of Marketing & Communications, you will take day-to-day ownership of the school's creative content output including social media presence and lead the production of video, photography, and design content that showcases life at The Hall across all channels and platforms.</p> <p>As the school's primary content creator, you will bring a natural eye for visual storytelling— capturing moments around the school as they happen, editing and publishing short-form social content and producing polished longer-form videos for the website and admissions campaigns. You will also take the lead on designing and updating branded collateral (print and digital) helping to develop a rich and coherent visual identity for The Hall.</p>
Professional duties:	You are expected to act in accordance with the aims, policies and administrative procedures of the School

The Hall is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment

Main Duties and Responsibilities:

Social Media

- Own and manage The Hall's social media channels day to day (create, edit and schedule content) including Instagram, Facebook, LinkedIn and emerging platforms- ensuring a consistent, on-brand and engaging presence
- Draft clear and engaging copy and captions for social media content
- Plan and maintain the social media content calendar and use a scheduling tool (such as Planoly), working closely with the Head of Marketing on strategy, campaigns and school priorities
- Be a visible, proactive presence around the school during term time, capturing authentic moments through photography and videos

- Manage community engagement across channels, responding to comments and messages in a timely, warm and on-brand tone

Video Production

- Produce short-form video content for social platforms such as Instagram, using editing tools such as CapCut or equivalent
- Shoot and edit longer-form video content for the website, admissions campaigns and parent newsletters — for example: headmaster messages, interviews with pupils, parents and alumni
- Plan and assist with external photography and videography shoots on an ad hoc basis, briefing and supporting freelance photographers and videographers as required

Design & Brand

- Design and update a range of branded templates and content marketing assets (digital and print) in Canva and/or Adobe Creative Cloud, ensuring all output is consistent with The Hall's brand guidelines, including digital brochures and guides, email campaigns/digital newsletters, assets for meta ads, PowerPoint presentations, banners, signage, event programmes, flyers and posters
- Manage the production of the school printed newspaper, coordinating timelines, sourcing and capturing photography, collating copy and contributing to design and layout
- Use Photoshop for basic image editing and retouching: cropping, colour correction, removing backgrounds and preparing images for use across channels

Digital & Web Content

- Keep The Hall's website and alumni website up to date; uploading images, video content and news stories, creating new pages and updating existing content when instructed (CMS training provided)
- Manage and update the school's listings and profiles on third-party directories and review platforms, ensuring information, imagery and content remain current and on-brand
- Manage the school's digital photo library: file organisation, tagging and consent compliance in line with safeguarding requirements

Other

- Assist in other ad hoc duties to support marketing and admissions as required, for example: open day event planning, logging expenses, market research and other tasks as required
- As a term of your employment, from time to time, you may be required to perform duties of a similar or related nature to those outlined in this job description

All members of staff are required to promote and safeguard the welfare of children they are responsible for or come into contact with and to adhere to and ensure compliance with the school's Child Protection procedures and staff guidance at all times. If, in the course of carrying out the duties of the post, a teacher becomes aware of any actual or potential risks to the safety and welfare of children in the school s/he must report any concerns to one of the designated Child Protection officers or to the Headmaster/Head of the Junior School.

Person Specification			
	Essential <i>These are qualities without which the Applicant could not be appointed.</i>	Desirable <i>Extra qualities which can be used to differentiate applicants.</i>	Method of assessment
Qualifications	A portfolio or links to work demonstrating strong visual design skills across social media, video and digital design	Degree-level qualification in marketing, communications, design, media or a related field OR equivalent professional training Professional Certifications (e.g. Adobe)	Portfolio / Certificates
Experience:	Minimum 2 years' experience in a social media, content creation or digital marketing role with a portfolio demonstrating experience in photo, video and design Proven track record of producing content for social media Experience working with design tools to produce digital content to brief	Experience analysing social performance metrics to inform content creation Experience using email marketing or CRM tools (training provided) Experience with a CMS platform (training provided)	Application form, references and interview
Skills	Proficiency in photography and video editing software and design tools (e.g., Adobe Creative Cloud, Canva, or similar). A genuine eye for visual storytelling Collaborative and responsive, able to build trusted relationships with staff, pupils, parents and alumni Excellent attention to detail. Excellent oral and written communication skills Ability to prioritise and be well organised.	Appreciation of the ethos of an independent boys' day school Ability to take initiative and lead small creative projects independently	Application form, references and interview

<p>Knowledge</p>	<p>Understanding of brand consistency and visual identity principles Basic understanding of how digital and social platforms function (e.g. algorithms, trends, audience behaviour)</p>	<p>Awareness or interest in how AI tools can support creative and marketing workflows</p>	<p>Application form, references and interview</p>
<p>Personal competencies and qualities</p>	<p>Happy to work autonomously and within a small team A genuine enthusiasm and willingness to engage with the whole school community – pupils, parents, teachers, alumni Flexible, adaptable and persuasive. A positive ‘can do’ attitude</p>	<p>Creative curiosity and interest in emerging formats, techniques and platforms</p>	<p>Application form, references and interview (including observed lesson).</p>