

## Job Description

1. **Job Title:** Content Creator (CC)
2. **Responsible to:** Reporting to the Head of Marketing and working closely within all those within the Marketing Dept and all staff at Eastbourne College and St Andrew's Prep.
3. **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 external 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.
4. **Location** The CC will need to be visible across both schools. The office space will be at Eastbourne College.

### 5. 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 closely with all those within the Marketing Department, in particular the Head of Marketing and the ECi Social Media 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 Head of Marketing, Eci Social Media and Marketing Assistant 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
- 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
- Maintaining the pupil photo permissions list as appropriate

#### **6. Safeguarding duties**

- The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact will be to adhere to and ensure compliance with the School's Safeguarding and Child Protection Policy Statement and staff code of conduct at all times.
- The post holder will be engaging in regulated activity. There are particular safeguarding issues requiring attention for this post
- This role may require the postholder to be aware of protecting the physical safety of pupils and at times be in a setting that requires them to respect the privacy of pupils. They may be the responsible adult in a scenario and must be aware of all relevant procedures in that setting.
- If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the School they must report any concerns to the School's Designated Safeguarding Lead or, if they are the School's DSL, to the Headmaster and relevant agencies.

#### **7. Skills Required:**

- Creative talent in photography and film
- A positive, creative and imaginative outlook
- Knowledge and experience of using film-editing software in particular the adobe creative suite or equivalent
- Knowledge and experience of using web content management systems
- Knowledge and experience of Mailchimp or Sway and equivalent packages would be helpful
- 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 cooperatively 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

#### **8. Terms and Conditions:**

**Salary:** Competitive depending on skills, qualifications and experience.

**Hours of Work:** 37.5 hours per week, Monday to Friday, all year round. 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.

**Contract Type:** Fixed term till 31 August 2026 with potential for extension.

**Holiday:** 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 Scheme:** 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

#### **Additional Benefits:**

- Life cover of three times salary after two years' employment
- Free lunch in College Dining Room.
- Annual pay review in September.
- Access to College sports facilities.
- Free tickets to College productions.
- Discounts at local businesses

- Employee Assistance Programme.

## 9. Application Process:

To apply, please visit <https://www.eastbourne-college.co.uk/contact/eastbourne-college-vacancies/> and click the 'Apply Now' button to complete the mandatory application form. An up-to-date CV and covering letter may be uploaded with this online application form.

The closing date for applications: **Tuesday 24 June 2025**

For further information please contact Human Resources Department by email: [hr@eastbourne-college.co.uk](mailto:hr@eastbourne-college.co.uk) or tel: 01323 452288.

## 10. Safeguarding and Equal Opportunity Statements

*Eastbourne College (Incorporated) 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 an enhanced DBS check, pre-employment medical questionnaire and positive references.*

*The post is exempt from the Rehabilitation of Offenders Act 1974 and the Charity 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.*

*Eastbourne College (Incorporated) welcomes applications from all sectors of the community as we aspire to attract staff that match the social and cultural diversity of our pupil intake. We consider the most important factor to be the right skills, abilities and attitude for the job which will ultimately improve the wellbeing and education of the pupils.*