



QUEEN'S GATE
SCHOOL

APPLICANT INFORMATION

Content Creator

Full time, Onsite
Immediate start
£25-30K

131-133 QUEEN'S GATE
SOUTH KENSINGTON
LONDON
SW7 5LE

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WWW.QUEENSGATE.ORG.UK

QUEEN'S GATE SCHOOL TRUST LTD
REGISTERED CHARITY NO. 312724



WELCOME FROM THE PRINCIPAL



Welcome to Queen's Gate School, and thank you for taking the time to review our application pack. Queen's Gate is a happy, bustling GSA school for girls aged 4-18. Located in South Kensington, London, we are ideally placed to take advantage of the many educational opportunities on offer nearby.

We are a close-knit community of around 300 pupils, and are proud of our light-hearted atmosphere, where we promote individuality, authenticity and creativity. Our intake is broad, and we pride ourselves on valuing each girl for her own gifts and talents. Our pupils leave us to a range of higher education institutions across the UK and abroad, and the breadth of their chosen degree courses speaks to our success in fostering our pupils' interests across the academic spectrum and beyond. We encourage all our girls to be bold in their dreams and to seek to exceed their potential. We are firm in our belief that to do so, our girls must feel happy and secure, and so as a School we aim to provide a warm, supportive environment in which our girls can grow, explore and aspire. Likewise, we are committed to offering a workplace where our staff can develop their skills and advance in their careers. We have a generous CPD budget, and encourage networking with colleagues at other GSA schools. A number of our staff serve as governors for other schools, which we are also pleased to facilitate.

We hope the information supplied in this pack will leave you keen to come and be part of all that makes us such a special place. We are a school where our hard work is underpinned by good cheer and genuine camaraderie, and we would be delighted to receive your application to join us.

Mrs Lydia Kyle
Principal

ABOUT US

Queen's Gate is located on Queen's Gate itself, inhabiting five of the iconic Victorian terraces: three are mostly used by the Senior School, while the remaining two are given over to the Junior School; however, there are many shared spaces and a constant flow of pupils and staff between the two buildings. Although we do not have much outside space of our own, we are spoilt by what the local area offers. Girls make regular visits to the nearby museums and Hyde Park, while sport takes place at a range of nearby leisure facilities, including the River Thames for rowing.

We are relatively diverse in the nationalities represented in our pupil and staff body, and are proud of the way this enriches the experience of all those within our community. Our standard entry points are 4+, 7+, 11+ and 16+. We follow a broadly English curriculum, culminating in GCSE and A Level examinations. Our pupils leave us for universities across the UK, including Oxbridge and other Russell Group institutions, as well as looking further afield; we have alumnae studying in Canada and the US, including at a number of Ivy League colleges.

Our intake is relatively broad, and we are exceptionally proud of the results our girls achieve. We have pupils performing at the highest levels in Music, Drama and Sport.

Our ethos is one of celebrating each girl as an individual, and allowing her to explore her own interests and gifts. We facilitate this through our extensive academic curriculum (we offer 28 subjects at A Level) and a higher-than-normal amount of choice at GCSE. Scholarships are awarded for academic merit but also to those demonstrating exceptional talent in, and dedication to, Sport, Music, Drama and Art. The School is committed to widening access, and offers a number of means- tested bursaries.

We place great emphasis on the importance of pupils' happiness and wellbeing, which we support through outstanding pastoral care, our extensive co-curricular programme and an open determination to inject fun wherever possible.

Our girls have no uniform, and our dress code allows them enormous scope to explore their own sense of style and to come to school feeling comfortable and confident in what they are wearing. Girls have many opportunities to provide feedback or present their own ideas, particularly in terms of charity events, which are a regular feature.

THE ROLE

The Content Creator plays a key role in bringing the vibrant life of Queen's Gate School to life through engaging, high-quality visual and digital content. Working closely with the Head of Marketing, the postholder will create compelling photography, video and design assets that showcase the school's distinctive character, achievements and community. From capturing everyday moments and major events to supporting campaigns, social media, admissions and stakeholder communications, this role combines creativity, storytelling and organisation to strengthen Queen's Gate's brand presence and connect with prospective families, pupils, staff and the wider school community.

- Create compelling, brand-aligned content across video and photography, from vibrant day-in-the-life storytelling and pupil experiences to campaign assets, interviews and live event coverage for the school's website, social media and stakeholder communications.
- Shoot, edit and produce short-form video content for platforms including Instagram, helping to bring the personality, energy and distinctiveness of Queen's Gate to life.
- Plan and coordinate content capture with pupils and staff across the school, ensuring key moments are covered — from everyday school life and sports fixtures to drama productions, trips, special events and high-profile external appearances.
- Support the Head of Marketing in developing and delivering a dynamic content calendar, ensuring a consistent flow of engaging content aligned with the school's marketing, admissions and communications priorities.
- Create high-quality digital and print assets, including social media graphics, digital and print advertising, event materials and other marketing collateral, working within the Queen's Gate brand.
- Support organic and paid digital campaigns, working with the Head of Marketing and external agency partners to develop, adapt and deploy creative assets across channels.
- Support the production of newsletters and other stakeholder communications, sourcing imagery, creating content and preparing assets as required.
- Manage external photography and videography suppliers, including making bookings with Splaat and other providers, coordinating briefs and schedules, meeting photographers on site and supervising shoots where appropriate.
- Organise and maintain the school's digital asset library, ensuring photography, video and other creative assets are appropriately named, tagged, searchable and readily available for use across platforms.
- Be an active presence around the school, proactively identifying stories, people and moments that can showcase the breadth of Queen's Gate life and strengthen the school's external profile.

THE PERSON

Qualifications	Essential	Desirable	Method of Assessment
A good honours degree		•	Appropriate original certificates

Basic Skills, Characteristics & Competencies	Essential	Desirable	Method of Assessment
A strong passion for digital storytelling, social media trends, and visual content that resonates with online audiences.	•		Interview
Experience of using design and editing tools (including one of the following: AdobeExpress, Canva, Capcut)	•		Application, Interview
A natural communicator - confident in directing and interviewing students, staff, and visitors on camera	•		Interview
A collaborative spirit with a proactive, can-do mindset and a willingness to contribute to broader school initiatives that enhance our brand presence.	•		Interview
Awareness of Health and Safety procedures in a School		•	Interview
A willingness to undertake appropriate training to develop skills and knowledge	•		Interview
Awareness and understanding of safeguarding and welfare of children, including the ability to form and maintain appropriate relationships and personal boundaries with children and young people	•		Interview
Awareness of GDPR and understanding of its application in School life		•	Interview

Experience	Essential	Desirable	Method of Assessment
Experience of working in a relevant marketing setting		•	Application Interviews References
Experience of working with young people		•	Application Interviews References

Personal Qualities	Essential	Desirable	Method of Assessment
Sense of humour	•		Interviews References
Enthusiasm and energy	•		Interviews References
Self-motivation	•		Interviews References
Commitment	•		Interviews References
Patience and diplomacy	•		Interviews References
Flexibility, resilience and excellent organisational skills	•		Interviews References
Ability to seek and take advice	•		Interviews References

APPLICATION PROCESS

Queen's Gate is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The post is exempt from the Rehabilitation of Offenders Act 1974. The School is therefore permitted to ask shortlisted applicants to declare all convictions and cautions on a self-declaration form in advance of attending an interview (including those which are "spent" unless they are "protected" under the Disclosure and Barring Service ("DBS") filtering rules) in order to assess their suitability to work with children.

The School may carry out online searches on shortlisted applicants, for which all such applicants will be required to provide details of their online profile, including social media accounts, as part of their application. Prior to employment commencing, successful applicants will be required to undergo child protection screening appropriate to the post, including checks with past employers and the DBS.

Successful applicants will also be required to produce evidence of qualifications, identity, and the right to work in the UK. Two references will be taken up, one of which will be with the most recent employer. They will also be required to complete our Health Questionnaire.

All those working at Queen's Gate share in our responsibility to safeguard and promote the welfare of the children and young people in our care. This will include completing regular training and maintaining a good awareness of key policies and procedures relating to our safeguarding duties. Where a role has specific or additional responsibilities in relation to safeguarding, this will be detailed within the job description.

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All candidates are also requested to complete an online Equal Opportunities Monitoring Form. This can be found at the end of our application form. The form will be separated from your application on receipt. The information on this form will be used for equality monitoring purposes only and will play no part in the recruitment process.

Queen's Gate School is committed to ensuring that all job applicants and members of staff are treated equally, without discrimination because age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex and sexual orientation. We welcome applications from all sections of the community.

To apply for this role, please complete our application form which can be found on our website: www.queensgate.org.uk/about-us/employment-opportunities. Please return a completed application form, along with a covering letter to ctaylor@queensgate.org.uk

The closing date for applications is midnight Sunday 20 September 2026. We reserve the right to close the application process early if a suitable candidate is found.