

Job Title: Digital Content and Communications Officer

Responsible to: Head of Admissions

Salary: £30,000.00 - £33,000.00 Annually (Actual)

Hours of work: 40

Weeks Per Year: 52

Position Summary:

The Digital Content and Communications Officer will play a key role in promoting the School through engaging digital content, social media, website management and communications activity. Working closely with the Head of Admissions, the postholder will help showcase the vibrancy of school life, support pupil recruitment, strengthen engagement with current and prospective families, alumni and the wider school community, and ensure a consistent and professional brand presence across all channels.

This is a varied and creative role, combining content creation, digital marketing, photography, videography and campaign delivery. The successful candidate will have a flair for storytelling and a passion for capturing and sharing the everyday moments, achievements and experiences that make the school distinctive, bringing them to life through compelling content across digital and print platforms.

Role and Responsibilities:

Content Creation and Brand Communications

- Create engaging content for digital and print channels, including social media, admissions material, and marketing campaigns.
- Identify and capture stories, images, and video content that showcase academic, co-curricular and pastoral life across the school.
- Produce and edit photography and video content for use across marketing and communication channels.
- Develop and manage a content calendar to ensure a consistent and engaging flow of communications across all channels.
- Ensure all content is accurate, high-quality and reflects the school's brand, values, and tone of voice.
- Maintain an organised digital library of photographs, videos and marketing assets.

Website and Social Media

- Manage the school's social media channels, creating, scheduling and publishing content to drive engagement and awareness.
- Manage social media permissions
- Monitor performance across digital channels and provide regular reports and insights.
- Deliver paid and organic digital campaigns in support of Admissions, events and wider school initiatives.
- Be responsible for the day-to-day management and development of the school website, ensuring content remains accurate, engaging and up to date.

- Monitor social media trends and identify opportunities to enhance the school's digital presence.
- Keep up to date with developments in social media, digital marketing and AI, identifying opportunities to enhance engagement and improve communications.

Communications

- Produce internal and external communications, including newsletters, announcements, news stories and school updates.
- Copywrite press releases and promotional communications.
- Work with colleagues across the school to ensure communications are consistent, accurate and aligned with the school's brand identity.
- Provide guidance on the use of branding across school materials and communications.

Data Management and Permissions

- Be responsible for maintaining accurate records of parental consent and communication preferences relating to photography, videography, marketing and communications activities.
- Work closely with relevant colleagues and Social Media Champions to ensure permissions are regularly reviewed, updated and communicated appropriately across the school.
- Ensure images, videos and other content are used in accordance with parental permissions, school policies and data protection requirements.
- Support the development of clear processes for managing consent records and promoting staff awareness of current permissions.

Admissions and Marketing

- Deliver marketing campaigns to support pupil recruitment and raise awareness of the school.
- Create and produce marketing materials, including prospectuses, brochures, advertisements and digital assets.
- Develop engaging content for prospective families throughout the admissions journey.
- Monitor and report on campaign performance, using insights to improve future activity.
- Work closely with the Head of Admissions to deliver marketing activity aligned with the school's recruitment objectives.
- Support alumni engagement through the creation and delivery of social media content, digital communications and promotional materials that strengthen connections with former pupils and celebrate alumni achievements.

Events

- Promote key school events, including Open Mornings, Speech Days and School Fairs.
- Prepare marketing materials, digital content and signage for events.
- Attend events to capture photography, video and testimonials for future marketing use.
- Assist with post-event evaluation and reporting.

General Responsibilities

- Maintain accurate marketing records, content libraries and digital assets.
- Liaise with external suppliers, photographers, designers and printers as required.
- Carry out administrative tasks to support the effective delivery of marketing and communications activity.
- Undertake other duties appropriate to the role as reasonably requested.

Person Specification and Qualifications

Essential:

- A degree or equivalent qualification in Marketing, Communications, or a related field.
- Demonstrable experience in developing and delivering creative, on-brand marketing campaigns.
- Proven track record of managing digital marketing and social media platforms.
- Excellent written and verbal communication skills with strong attention to detail.
- Ability to create engaging content and visual materials for a range of audiences.
- Strong organisational and project management skills.
- Experience in supporting event planning and delivery.
- Confident in using platforms such as Canva, Adobe Suite, iMovie, and website CMS.

Desirable:

- A genuine interest in and curiosity about the independent school sector.
- Experience working in a school or educational environment.
- Familiarity with independent school admissions cycles and communications best practices.
- Knowledge of project management tools and processes.