



A Career at St Edmund's College

Social Media Executive

Person Specification

	Essential	Desirable	Method of assessment
	These are qualities without which the Applicant could not be appointed.	These are extra qualities which can be used to choose between applicants who meet all of the essential criteria.	
Qualifications			Production of the Applicant's certificates Discussion at interview Independent verification of qualifications
Experience	Experience using creative and editing tools such as Adobe, Canva, CapCut and AI tools to create high quality, appealing content.		Contents of the application form Interview Professional references
Skills & Knowledge	- Should be comfortable appearing on camera/narrating where appropriate to aid storytelling. - Excellent copywriting skills and attention to detail. - Creative mindset and strategic understanding of how social media drives business growth, impacts on reputation and supports student enrolment campaigns. - Strong photography, video and editing skills, graphic/animation a bonus. - Proven ability to film and edit engaging short form	Experience with YouTube a bonus.	Contents of the application form Interview Professional references

	videos to an exceptional level for TikTok and Reels. • Understand the power of storytelling to sell the school to different audience ranges (prep, College, Sixth form). • Understand algorithms, trends, and analytics to strengthen our brand, message, and reach. • Experience with platform scheduling tools and calendars.		
Personal competencies qualities, attitude, and behaviours	• Outgoing and confident personality with the ability to build relationships with students and staff to share creative briefs and ideas and aid content gathering/production. • motivation to work with children and young people. • ability to form and maintain appropriate relationships and personal boundaries with children and young people. • emotional resilience in working with challenging behaviours. • positive attitude to use of authority and maintaining discipline.		Contents of the application form Interview Professional references

The College is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. Candidates will be required to undergo relevant Safeguarding Checks.

We will seek references on short-listed candidates that will include questions about past disciplinary actions or allegations in relation to behaviour with children and may approach previous employers for information to verify particular experience or qualifications before interview.

This role is exempt from the Rehabilitation of Offenders Act 1974 and the amendments to the Exceptions Order 1975, 2013 and 2020.