



A Career at St Edmund's College	
Social Media Content Creator	
Job Description and Person Specification	
Reporting to:	Head of Marketing
Probationary period:	6 Months
Hours:	8.30am – 4.30pm 5 days per week, all year. With a flexible approach for events which could be evenings and weekends.
Summary of the Role:	<p>St Edmund's College and Prep is seeking a creative, hands-on Social Media Content Creator to bring the life of the school to digital platforms.</p> <p>Working closely with the Head of Marketing you will capture, create, and publish high quality photo and video content that strengthens the College and Prep's reputation and supports student recruitment and engagement.</p> <p>This is a highly visible, practical role requiring energy, initiative, and confidence in a busy school environment.</p>
Start Date:	As soon as possible.
Main duties and responsibilities:	<p>Content Creation & Publishing</p> <ul style="list-style-type: none"> • Capture and create high-quality photo and video content across the College and Prep, including live events, student activities, and key calendar moments. • Create engaging short-form video content (Reels, TikTok, YouTube Shorts) to an exceptional standard. • Edit content efficiently using tools such as Adobe, Canva, CapCut and AI-based platforms. • Write clear, compelling captions aligned with the College's tone of voice. • Schedule and publish content across relevant platforms in line with the marketing calendar. <p>Collaboration & Student Engagement</p> <ul style="list-style-type: none"> • Work closely with staff and students to identify stories and content opportunities. • Support the development of student-generated content initiatives, particularly within Sixth Form. • Confidently build relationships across departments to ensure key activities are captured and promoted. <p>Performance & Optimisation</p> <ul style="list-style-type: none"> • Monitor social media performance and provide regular updates on reach, engagement, and audience growth. • Adapt content based on performance insights and platform trends.

	<ul style="list-style-type: none"> Support paid social activity by providing creative assets aligned with campaign messaging. <p>General</p> <ul style="list-style-type: none"> Support school and public events, including open events and external fairs. Work outside normal hours on occasion, with due notice.
<p>Person Specification:</p>	<p>Essential</p> <ul style="list-style-type: none"> Proven experience producing high-quality social media content, particularly short-form video. Strong photography, filming and editing skills. Excellent copywriting and attention to detail. Comfortable appearing on camera where appropriate. Confident, approachable, and able to build positive relationships with students and staff. Ability to work at pace and manage multiple content priorities. <p>Desirable</p> <ul style="list-style-type: none"> Experience within education or youth-focused organisations. Familiarity with TikTok and YouTube growth. Understanding of how social media supports brand reputation and student recruitment. <p>Applicants must provide a portfolio demonstrating recent social media content creation work.</p>
<p>Safeguarding:</p>	<p>Safeguarding</p> <ul style="list-style-type: none"> Whilst not in a teaching role, as Social Media Content Creator you will be working on a regular basis in a school in a role which gives opportunity for contact with children. As such, you will be in regulated activity and an enhanced DBS check (which includes children’s barred list information) will be required in advance of appointment. Safeguarding and promoting the welfare of children is everyone’s responsibility. As with all College staff members, you will therefore be responsible for providing a safe environment in which children can learn.
<p>Other:</p>	<ul style="list-style-type: none"> Undertake other duties of an appropriate level and nature as and when requested by the Headmaster, Bursar, and any other member of the core SLT.
	<p>St Edmund’s College and Prep Old Hall Green, Ware, Hertfordshire, SG11 1DS Telephone: 01920 824335 Email: hr@stedmundscollege.org</p>

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.

