

Digital Content Creator

Department:	Admissions, Marketing & Communications
Hours:	35 hours per week, all year round
Working Pattern:	Monday- Friday, 9am – 5pm with one-hour unpaid break. There will be an ongoing degree of flexibility required with working hours to meet the requirements of the role
Salary:	£28,000.00 - £33,000.00 per annum
Contract Type:	1-year fixed term contract
Probationary Period:	6 months
Reporting to:	Marketing Manager
Direct Reports:	N/A
Location:	Euclid Crescent Campus

The Role

Job Purpose:

The key activities of the Marketing and Communications Team cover external communications, internal communications, media relations, social media management, brand awareness, promotion, reputation and stakeholder management.

Working with the Marketing Department, the Communications Manager, and the Head of Admissions, the successful candidate will help to promote the School's brand and activities through digital channels, including social media. The focus is on creating high-quality videography, photography and written digital content for areas such as the website, the social media channels and wider marketing activities.

Under the direction of the Marketing Manager, and on occasion the Communications Manager, the Digital Content Creator will deliver an integrated approach to digital marketing and communications that ensures that the School engages with our global audience effectively and via the most effective channels at all times. The focus will be on understanding the School's target markets and key stakeholders, and ensuring communication with them is in an engaging manner using the most effective means.

Key Outputs & Responsibilities:

1. Create strong visual content, including videos, photos, and graphics, ensuring that images are managed and stored in-line with publicity consents and GDPR requirements.
2. Production of compelling social media content, scheduling it and monitoring the channels (please note: this may include brief evening monitoring on working days).

3. Work alongside external marketing agency, to create plans and actions to enhance reach and engagement, running effective, targeted advertising campaigns on social media, and using analytics to regularly analyse and improve performance.
4. Support to the Head of Admissions and Communications Manager in developing fundraising campaigns across digital platforms.
5. Assist with the creation of marketing-related material such as publications and promotional materials to support the Marketing and Communications and the Development and Alumni functions of the School.
6. Regularly refresh website marketing-related content to ensure current, accurate information.
7. Work with the Communications Manager on external and internal written communications work, including news articles, school community newsletters, annual highlights material, editorials and external profiles of the School.
8. Develop and maintain close links with staff across the School and Nursery to encourage reporting of newsworthy and promotional opportunities.
9. Proactively seek opportunities that allow the School to further its key messages.
10. Any other reasonable duties as commensurate with the postholder's skills, qualifications and experience as directed by the Marketing Manager or Communications Manager

Person Specification

Essential:

- Superb photography, videography and editing skills, with a great eye for visual content and attention to detail
- Ability to generate new ideas and ways of engaging our stakeholders
- Compelling and accurate copy writing and sub-editing skills with a creative flair
- Keen interest in using social media for marketing, with ability to create effective, engaging copy, moving in line with trends
- Confident IT user
- Excellent verbal and written communication skills.
- Ability to use initiative
- Attention to detail
- Excellent organisational skills
- Ability to problem solve.
- Ability to manage multiple projects, work to tight deadlines under pressure and react to rapidly evolving events.
- An approachable personality.
- Flexibility in recognising that teachers and pupils work to timetables
- A team player.
- Ability to keep calm under pressure.
- Creative with a willingness to put forward new ideas.
- Determination to succeed.
- Reliability and flexibility.

The School requires all newly appointed staff to undertake a check with the Scottish Criminal Records Office in line with the Protection of Vulnerable Groups ('PVG') Scheme. Offers of employment are conditional upon satisfactory registration with the PVG Scheme.

Please note we are unable to provide sponsorship for a work visa so candidates should ensure they already have or are able to obtain the right to work in the UK before applying.

The job description is written as an indication of the nature and scope of duties and responsibilities. It is not intended as a fully descriptive or definitive list and jobholders will be expected to carry out other duties assigned which are appropriate to the role.

How your information will be used

To progress your application, for administrative purposes, High school of Dundee will record, keep and hold the personal data which you have provided in this application stored in our HR files. Your data will not be transferred to any third parties outside of High School of Dundee. If you are successful High School of Dundee will retain this data as part of your employee record which will be stored based on our [Staff Privacy Notice](#). In the event your applications is unsuccessful, we will hold the application and the data contained for three months in case of a future vacancy which we may invite you to apply for, following which we will delete it.

If you have any questions about High School of Dundee's use of data please contact us.