



GORDONSTOUN
Plus Est En Vous

Social Media Lead

Reports to: Head of Marketing & Communications

Job Purpose: Gordonstoun has been leading the way in character education for more than 80 years. Our uniquely broad curriculum provides challenges in the classroom, at sea and in the mountains, on the stage and on the sports fields and enables students to discover the truth in our motto- *Plus Est En Vous*- there is more in you.

The Social Media Lead will manage multiple channels, create engaging content, build relationships with students and staff, and ensure social media communications reflect our brand values and reputation.

Grade and working hours: 2AN - 2AP – 37.5 hours per week.

Responsibilities of all members of staff:

- Comply with Gordonstoun's policies and procedures on Child Protection and Health and Safety.
- Contribute in a positive way to the ethos of the school in line with Gordonstoun's values: Safe; Positive; Improving.
- Carry out any other task as required from time to time in order to support the School.

Major responsibilities of the role:

Social Media Management

- Manage and maintain Gordonstoun's social media channels, ensuring consistent, engaging and timely content.
- Plan, schedule and publish content across multiple platforms, including Instagram, Facebook, LinkedIn, TikTok and YouTube.
- Monitor channel performance and provide regular insights and recommendations based on analytics.
- Manage community engagement by responding to comments and messages appropriately and professionally.
- Keep up to date with Social Media trends, platform developments and best practice.

Content Creation

- Create high-quality social media content, including photography, video, reels, stories and graphics.
- Write compelling and engaging copy that reflects the Gordonstoun brand and tone of voice.
- Support content gathering across the school, attending events and activities as required.
- Coordinate photography and videography opportunities to maintain a rich library of assets.

Student Engagement and Social Media Council

- Lead and coordinate the Gordonstoun Social Media Council

- Build positive relationships with students and encourage their participation in content creation initiatives.
- Gather authentic student stories and perspectives to support campaigns and ongoing content.
- Provide guidance and support to student contributors whilst ensuring safeguarding and brand standards are maintained.

Brand Management

- Ensure all Social Media content adheres to Gordonstoun's brand guidelines tone of voice and visual identity.
- Act as a brand champion across all Social Media communications.
- Work closely with colleagues to ensure consistency of messaging and presentation.
- Support the ongoing development and strengthening of the Gordonstoun brand.

Collaboration and Campaign Delivery

- Liaise regularly with academic departments, boarding houses, sports teams and other stakeholders to identify content opportunities.
- Support wider marketing campaigns, admissions activity and key school events
- Work with external photographers, videographers and creative agencies as required.
- Contribute ideas and creative approaches that ensure audience engagement and reach.

Whole School Responsibilities

- Contribute in a positive way to the ethos of the school in line with Gordonstoun's values
- Carry out any other tasks as required from time to time in order to support the school.

PERSON SPECIFICATION:

Attributes	Essential	Desirable	Assessment Method
Education and qualifications	• Hold a degree or relevant qualification in Marketing, Communications, Media, Journalism or a related field	• Social Media Channel Accreditations	Application form Sight of qualifications at interview
Knowledge	• Strong understanding or social media best practice, audience engagement and analytics. • Understand the importance of brand consistency and adherence to brand guidelines	• Understanding of Later, HubsSpot and website CMS	Application form Interview
Skills and experience	• Excellent communication and interpersonal skills. • Competent IT skills, including proficiency in MS Office applications. • Ability to work effectively as part of a team and support colleagues. • Experience in managing multiple social media platforms for an organization, brand or institution • Confident in creating and editing video content, particularly short-form content and reels.	• . Design platform experience, CANVA, ADOBE, InDesign	Application form References Interview Task
Personal skills and qualities	• Positive and proactive attitude. • Flexible, with a can-do approach. • Ability to create a positive and cooperative working environment. • Commitment to Gordonstoun's unique educational ethos. • Commitment to doing the best for pupils from diverse cultural backgrounds.		Interview Task
Child protection	• Suitable to work with children • A full PVG check will be completed on the successful candidate	• Experience of working with children and young people	References PVG check