



PRIOR'S FIELD SCHOOL

ROLE OF GRADUATE DIGITAL CONTENT OFFICER

JOB DESCRIPTION

Are you a creative and motivated graduate looking to begin your career in digital content and communications? Prior's Field is offering a fantastic opportunity to join our External Relations team as a Graduate Digital Content Officer.

This is an ideal role for someone with a passion for storytelling, social media, and digital design who is eager to gain hands on experience in a busy and varied school environment. You'll help bring the life of the school to a wider audience through engaging content across our website, social media, and other communication channels.

The Graduate Digital Content Officer will be part of a dynamic External Relations team who are responsible for the admissions, marketing, events and alumnae relations for the school

This role reports to Director of Admissions and Marketing

Specific responsibilities of the role include:

- Producing high quality, engaging and inspiring content across a range of, formats, platforms and purposes.
- Co-ordinate small-scale digital content projects, liaising with stakeholders and delivering in line with brand requirements.
- Develop content plans to engage audiences and ensure an excellent customer journey through use of photography, video, design and copy.
- Produce engaging short-form video content, working with all departments across the School to ensure projects are delivered from inception to delivery.
- Create regular social media campaigns across all facets of the school.
- Work closely with the Director of Admissions and Marketing to create compelling creative brand campaigns and overall narrative.
- Maintain and develop School website content as a digital hub for both current and prospective families, with fully optimised SEO.
- Assist with graphic design work and the creation of visual assets to support the marketing strategy, and wider business support.
- Plan and deliver all photographic assets.
- To play a role in the launch and roll-out of new School brand project.
- Working alongside the Director of Admissions and Marketing to maintain new style guidance to be delivered across the School.
- Monitor and analyse content performance and highlight areas for potential improvement.
- Liaising with third party agencies to assist in the effective representation of the school with a strong attention to detail.
- Analysing and reporting on performance using relevant platform data to provide insights and develop strategic recommendations.

- Provide timely support and administrative assistance and planning for events with the wider team when required. This will require some evening and weekend work.
- Become an integral member of the External Relations team and contribute to the efficient and smooth-running of the School's administration.

General responsibilities of all staff include:

- Safeguarding the students' health and safety at all times when they are the responsibility of the school
- Maintaining high standards of time keeping, playing an active role in the life of the school, supporting school functions
- Liaison with parents, pupils and staff
- Close liaison with appropriate staff in pursuance of the post holder's primary purpose
- Demonstrating a commitment to improving and developing the organisation's processes and facilities
- Having a knowledge of and complying with all relevant policies, procedures and instructions including those relating to safeguarding, health and safety, including safe practices and methods of work
- At all times, respecting the confidential nature of information concerning the work and business of the school
- Promoting the school's eco-agenda and ensure all work is carried out with a view to reducing waste and protecting the environment
- Commitment to the development of a working culture which values and celebrates the contributions and achievements of colleagues
- Participating in the school's annual appraisal programme
- Participating in arrangements for staff development and INSET
- Participating in administrative and organisational tasks related to all the above, including management and supervision of all ancillary staff when appropriate
- Attending all required school functions, as directed by the Head: staff meetings, Open Days etc. and taking an appropriate role
- Undertaking any other duties deemed appropriate by the Head within the context of the school ethos and the teaching programme
- Supporting the ethos of Prior's Field as both a boarding and a day school and work in accordance with the school's aims, policies and marketing strategy

This Job Description is not necessarily a comprehensive definition of the post. It will be reviewed and may be subject to modification at any time after consultation with the post holder.

Prior's Field is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

PERSON SPECIFICATION

	Essential	Desirable
Experience and qualifications		
Degree in a relevant specialism	x	
Experience in similar marketing role managing content		x
Experience of social media, digital marketing and digital media production	x	
Experience of using design and editing software, such as Adobe Creative Suite (Premier Pro, InDesign, Photoshop)	x	
Previous experience of web editing software Wordpress	x	x
Knowledge of Google Analytics and SEO	x	
Proficient and experienced user of the key components of the MS Office Suite	x	
High standard of written English, excellent proof-reading skills and a strong eye for detail	x	
Understanding of the UK independent education industry		x
Previous work experience in a UK independent school with a boarding element		x
Skills and competencies		
Ability to work confidently with a wide range of internal and external stakeholders with due regard to their potential level of influence on the school and its operation	x	
Ability to manage a busy workload with sometimes rapidly shifting priorities	x	
Strong communication skills, both oral and written, and customer focus – excellent telephone manner	x	
Strong organisational and planning skills	x	
Effective time management skills and the ability to multi-task and prioritise work	x	
Ability to communicate complex or sensitive information and to draft complex or sensitive emails, letters and other documents to a professional standard	x	
Ability to identify problems with your own and others' work within the school, and to correct or report these issues as necessary	x	
Ability to have an awareness of activities taking place across the school to draw links and communicate and plan work accordingly	x	

Ability to solve problems that may significantly impact on others and for which the correct solution is not obvious	x	
Good work attendance record	x	
Personal qualities		
Positive, proactive, willing, flexible, calm, reliable, reactive, friendly, hard-working, helpful and professional in attitude	x	
An aptitude for and acceptance of working within an environment that has numerous interruptions, changing workload demands and new organisational challenges	x	
Enthusiastic and self-motivated – will actively seek to further the school's best interests	x	
Good sense of humour	x	
A creative mind with an ability to suggest improvements – problem-solving skills	x	

Terms of employment

Salary <ul style="list-style-type: none"> Dependent on experience
Hours <ul style="list-style-type: none"> Full time (37.5 hours per week) The Graduate Digital Content Officer will be expected to attend Open Days and Speech Day (these take place out of office hours, sometimes on weekends). Time off in lieu will be given for these hours, to be taken during school holiday periods.
Benefits <ul style="list-style-type: none"> Catering at Prior's Field is five star. Lunch, morning and afternoon break is available to all staff during term time. Staff have access to school facilities such as the gym and swimming pool. Free on-site parking is available. Eye care voucher scheme – all members of staff are eligible for a free eye test and a contribution towards glasses required for VDU use Group Private Health Care Plan – paid for by the employee, but the group plan allows us to facilitate better rates for our staff Cycle to work scheme Generous contributory defined contribution pension scheme Staff fee discount of 50% (eligible after passing probationary period) Access to 24-hour counselling helpline
Conditions

- The position is subject to DBS certification and satisfactory references being obtained