JOB DESCRIPTION

Job Title: Head of Creative Content
Reports to: Assistant Head Admissions
Contract: Full time all year

Purpose of Role

To bring the life, character and achievement of St Hugh's to life through outstanding writing, photography, video, social media and digital storytelling.

The Head of Content and Digital Media has particular responsibility for content creation, photography and videography, social media, day-to-day website content, digital asset management and the practical production of regular School communications and publications.

The postholder works in close partnership with the Head of Marketing, supporting campaigns and ensuring a continuous supply of fresh, engaging and high-quality content.

Main Duties and Responsibilities

1. **Content Creation and Storytelling**
   - Develop a continuous programme of content celebrating life at St Hugh's and proactively identify stories, achievements and activities worthy of communication.
   - Create high-quality written, photographic and video content appropriate for different audiences and platforms.
   - Ensure academic, pastoral, boarding, sport, music, drama, art, outdoor education and wider co-curricular life are represented in a balanced and engaging way.
   - Maintain a forward content calendar aligned with the wider Marketing Calendar.
   - Adapt and repurpose content appropriately for the website, social media, publications, press, advertising and campaigns.

2. **Social Media**
   - Manage the School's official social-media channels on a day-to-day basis.
   - Plan, create, schedule and publish engaging platform-appropriate content, including short-form video.
   - Maintain an appropriate balance of planned, responsive and campaign content.
   - Monitor reach, engagement and audience development and provide regular insight to the Head of Marketing.

- Respond appropriately to routine interactions and promptly escalate sensitive comments or issues.
- Ensure all social-media activity complies with safeguarding, parental permission, copyright and data-protection requirements.
- Monitor emerging platforms, formats and digital trends and recommend appropriate opportunities.

3. **Photography and Videography**
   - Act as the School's lead photographer and videographer.
   - Capture high-quality images and video of everyday School life, events, sport, performances, trips and celebrations.
   - Produce and edit video content for campaigns, social media, the website, events and publications.
   - Coordinate specialist or external photography where required.
   - Manage drone photography and comply with relevant legal requirements.
   - Maintain photography and filming equipment and ensure it is available and serviceable.
   - Provide suitable imagery for campaigns, advertising, publications, press and digital channels.

4. **Digital Asset Library, Consent and Data Protection**
   - Create and maintain a professional, searchable archive of School photography and video.
   - Catalogue images and footage consistently so that current and historic assets can readily be found and reused.
   - Maintain organised marketing asset libraries, including logos, templates, design files, publications and campaign assets.
   - Operate clear procedures for image selection and use in line with parental permissions, safeguarding, copyright and data-protection requirements.
   - Ensure assets are securely stored, appropriately accessed, retained and removed where necessary.

5. **Website Content**
   - Maintain the day-to-day freshness and editorial quality of the School website.
   - Upload news, stories, photographs, videos, event content and campaign material.
   - Identify and correct outdated, duplicated or incomplete content in collaboration with the Head of Marketing and relevant colleagues.
   - Support search engine optimisation through clear, useful, well-structured and regularly refreshed content.
   - Prepare website content that supports admissions priorities, campaigns and strategic developments.
   - Work within the website structure and technical priorities set by the Head of Marketing.

6. **Weekly Cygnet Newsletter**
    - Coordinate the practical production of the weekly Cygnet newsletter to an agreed timetable.
    - Gather and develop material from across the School, writing and editing stories, captions and notices.
    - Source, prepare and place appropriate photography.
    - Ensure the publication offers a lively, accurate and balanced reflection of School life.
    - Work with the Head of Marketing, who retains overall editorial and brand oversight, and with administrative colleagues involved in distribution.

7. **Annual Swan Magazine**
    - Work with the Head of Marketing on the annual production of The Swan.
    - Gather stories, reports, photography and other material throughout the academic year.
    - Maintain an organised archive of publication-ready content and imagery.
    - Edit and prepare submissions and support proofing, design, production and liaison with contributors.
    - Take particular responsibility for content collection, visual storytelling and production support, while the Head of Marketing retains editorial lead.

8. **Year 8 Graduation Book**
    - Take lead responsibility for producing the annual Year 8 Graduation Book.
    - Gather photographs, memories, profiles and appropriate contributions from pupils and staff.
    - Coordinate content with Year 8 staff and relevant colleagues.
    - Maintain a consistent visual and editorial standard and manage the project through to finished publication with the Head of Marketing.

9. **St Hugh's Prep Connect and Alumni Content**
    - Maintain a regular flow of news, features and imagery for St Hugh's Prep Connect.
    - Identify and develop appropriate alumni achievements, memories and stories.
    - Create content encouraging former pupils and families to remain connected with St Hugh's.
    - Support alumni events and campaigns with photography, video and editorial content.

10. **Campaign Content and Printed Materials**
    - Work with the Head of Marketing to translate campaign objectives into compelling content.

- Produce copy, photography, video, social-media content and digital assets for Open Days, Open Evenings, scholarships, strategic developments and other campaigns.
- Create and adapt content for flyers, advertisements, email, printed literature, website pages and social channels.
- Support the production of the prospectus, admissions materials, programmes, brochures and other printed media.

11. <u>AI and Emerging Content Technology</u>

- Use approved AI tools appropriately to support content drafting, editing, organisation, accessibility and workflow efficiency.
- Maintain agreed AI-supported content processes in conjunction with the Head of Marketing.
- Ensure AI-generated or AI-assisted material receives appropriate human review for accuracy, safeguarding, copyright, tone and brand consistency before publication.
- Monitor useful developments in creative and digital technology and recommend suitable opportunities.

12. <u>Events and Social Representation</u>

- Attend significant School events to capture and communicate School life in a timely manner.
- Play an active role at Open Days, Open Evenings and other admissions and community events.
- Support displays, presentations, live or rapid-turnaround content, photography and video at events.
- Represent St Hugh's at appropriate exhibitions, external events and awards ceremonies, generating suitable content where required.

13. <u>Analytics and Continuous Improvement</u>

- Monitor social-media performance, website content engagement, video performance and campaign content outcomes.
- Provide regular reports and practical recommendations to the Head of Marketing and Assistant Head Admissions.
- Test and refine content formats, publishing times and distribution approaches while protecting the School's tone and standards.

14. <u>Shared Responsibilities and Cover</u>

- Work as a closely integrated two-person marketing team, sharing information, planning jointly and supporting peaks in workload.
- Provide reasonable cover for the other marketing post during absence, while maintaining clear lead ownership of specialist areas.
- Maintain strong working relationships with the Registrar and admissions colleagues, recognising that marketing generates awareness and engagement

while the Registrar manages admissions administration and individual applicant journeys.
- Undertake appropriate professional development and remain alert to developments in school marketing, digital communications, data protection, safeguarding and emerging technology.
- Carry out other reasonable marketing and communications duties consistent with the level and purpose of the role.

15. <u>General Responsibilities</u>

- To attend staff training days and other functions, which may fall outside normal school hours.
- To ensure that you are familiar with all school policies and the contents of the staff handbook.
- To ensure the safety and well-being of children and young people at the school by adhering to and complying with the school's Safeguarding (including Child Protection) policy and procedures at all times.
- To display correct staff identification at all times whilst on site.
- To attend training and staff INSET sessions organised by the school to provide a consistent approach across the entire school staff population.
- To adhere at all times to Health and Safety legislation, and all departmental policies and procedures, to ensure their own safety and that of colleagues, pupils and visitors.
- To carry out any other reasonable duties as requested by the Headmaster.
- To constantly appraise your professional performance, participating in training courses and keeping informed of current legislations and best practice.

Date created: November 2026

Person specification

Essential Criteria	Desirable Criteria
Qualifications and Professional Training • Degree, diploma or equivalent professional qualification in Marketing, Communications, Journalism, Media, Digital Content, Photography, Videography or a related discipline. • Evidence of ongoing professional development in digital communications, content creation or media production. • Full UK driving licence and willingness to attend events and undertake occasional travel as required.	
Experience • Significant experience in a content creation, communications, digital media or marketing role. • Proven experience producing high-quality written content for a range of audiences and channels. • Demonstrable experience managing professional social media accounts and creating engaging platform-specific content. • Experience of photography and videography, including the planning, capture and editing of content. • Experience maintaining and updating website content using a Content Management System (CMS). • Experience managing multiple deadlines and content projects simultaneously. • Experience working collaboratively with a wide range of stakeholders and contributors.	• Experience working in an independent school, education, charity or not-for-profit environment. • Experience producing printed publications, magazines, prospectuses or newsletters. • Experience managing digital asset libraries and photographic archives. • Experience capturing and editing drone photography and video. • Experience producing alumni or community engagement content. • Experience supporting admissions, brand awareness or recruitment campaigns.

• Experience using analytics and performance data to improve content effectiveness.	
Knowledge and Skills • Outstanding written English with excellent editing, proofreading and storytelling skills. • Strong photography skills, including composition, image selection and post-production editing. • Strong video production and editing skills, including creation of short-form content for digital platforms. • Excellent understanding of current social media platforms, trends, audience engagement and content formats. • Ability to adapt content appropriately for different audiences, channels and communications objectives. • Knowledge of website content management and search engine optimisation (SEO) principles. • Strong organisational skills with the ability to manage competing priorities and deliver work to agreed deadlines. • Excellent interpersonal and communication skills. • High level of digital literacy, including competence with Microsoft 365 and creative media software. • Understanding of copyright, image licensing, data protection and digital content governance. • Ability to use AI-assisted content tools appropriately while maintaining quality, accuracy and brand standards.	• Proficiency in Adobe Creative Cloud applications, particularly Photoshop, Lightroom, Premiere Pro and InDesign. • Experience with email marketing platforms and campaign management. • Understanding of accessibility requirements for digital communications. • Knowledge of media relations and press content preparation. • Experience with photography rights management and image consent processes. • Understanding of emerging AI technologies and their application within marketing and communications.
Personal Attributes	• Genuine interest in education and child-centred storytelling.

• Creative, energetic and enthusiastic approach to storytelling. • Excellent attention to detail and commitment to quality. • Self-motivated and proactive, with the ability to identify opportunities and generate ideas independently. • Flexible and adaptable approach to work, including attendance at occasional evening and weekend events. • Professional, confident and approachable manner. • Strong judgement and discretion when handling sensitive information. • Ability to build positive working relationships with pupils, staff, parents, alumni and external partners. • Commitment to safeguarding and promoting the welfare of children and young people. • Commitment to the values, ethos and reputation of St Hugh's.	• Passion for showcasing achievement and celebrating community life. • Curiosity about emerging digital trends and technologies. • Ability to bring warmth, creativity and authenticity to communications while maintaining professional standards.