

Candidate Brief

Content Creator & Digital Storyteller

FULL-TIME, PERMANENT

REQUIRED FOR JANUARY 2027 OR AS SOON AS POSSIBLE

Located across two sites in central Guildford, Surrey, the Tormead family is a leading group of schools that includes Little Tormead Nursery (opening in April 2027 for girls and boys aged 6 months - 4 years), Tormead Prep (girls aged 4-11), Tormead Senior & Sixth Form (girls aged 11-18) and Rydes Hill Pre-Prep and Nursery School (children aged 2-7). Rydes Hill joined the Tormead family in 2025, with plans to gradually become fully co-educational through to Year 6 by 2030. Tormead has long enjoyed a reputation for providing an excellent education and exceptional pastoral care for girls and we are excited to be able to offer the same outstanding education at our Rydes Hill campus to families looking for co-educational preparatory schooling in the Guildford and wider Surrey area.

Pupils across all three schools benefit from access to the outstanding facilities at Tormead such as a sprung-floor gymnasium, multi-purpose Sports Hall, auditorium and lecture theatre, as well as the newly developed Urnfield Sports Ground (opened September 2025) which boasts state-of-the-art facilities for hockey, cricket, football and athletics. A shuttle bus operates between the Tormead and Rydes Hill campuses to support families with siblings across all three schools and sibling fee discounts are available.

Tormead is a 4 to 18 GSA girls' day school on an attractive site in Guildford. Building developments over the past ten years have transformed the School. The original features of the building have been retained within the stunning new developments. Academic standards are consistently high, and the School has more girls applying than it has places for at 11+. A number arrive in Reception and stay through to Sixth Form; others arrive from a large range of state and independent schools at 11+.

Having participated in a dynamic careers programme, Sixth Formers progress to a wide range of courses at established universities, as well as take up prestigious apprenticeships. Our commitment to IT innovation has led us to achieve the status of becoming an Apple Distinguished School.

Tormead values individuality, celebrates a diversity of achievement and encourages girls to follow their own dreams. Girls come to understand the importance of service and community amidst mutual support. Academic and extra-curricular pursuits offer challenge and breadth for everyone.

Underpinning this is a wholehearted commitment to the wellbeing of the girls. Highly responsive in the face of the constant, shifting challenges for young people, pastoral care at the School ensures the girls leave ready to achieve sustainable success in higher education and beyond.

Leadership

The Head leads the whole school with the support of a leadership team. The Executive Group (EG) consists of the Head, Head of Prep School, Director of Finance and Operations, Deputy Head (External Relations), Deputy Head (Academic), Deputy Head (Partnerships) and Deputy Head (Pastoral). The Senior Management Team includes the EG, Designated Safeguarding Lead, Assistant Head (Director of Studies), Deputy Head Prep, Head of HR, SENCo, and Head of Pre-Prep and Nursery (Rydes Hill).

School Structure

Little Tormead Nursery opening April 2027. The general pattern in the Prep School is one form in Reception to Year 2 and two forms in Years 3 to 6. In the Senior School, there are approximately 90 girls in each year, divided into four teaching and five pastoral groups, with teaching groups varying in size, as the girls start to make subject choices. In Year 7, about 40 girls arrive from the Prep School and about 50 come from a wide variety of state and independent schools.



Curriculum:

The School offers an academic curriculum to meet the needs of its selective intake. The School has embedded the High Performance Learning programme over the last 18 months into every aspect of school life across all age groups. The two-week timetable includes several Independent Study periods for all girls in the Senior and most in the Prep Schools, and individual investigation and enquiry is promoted throughout the whole age range.

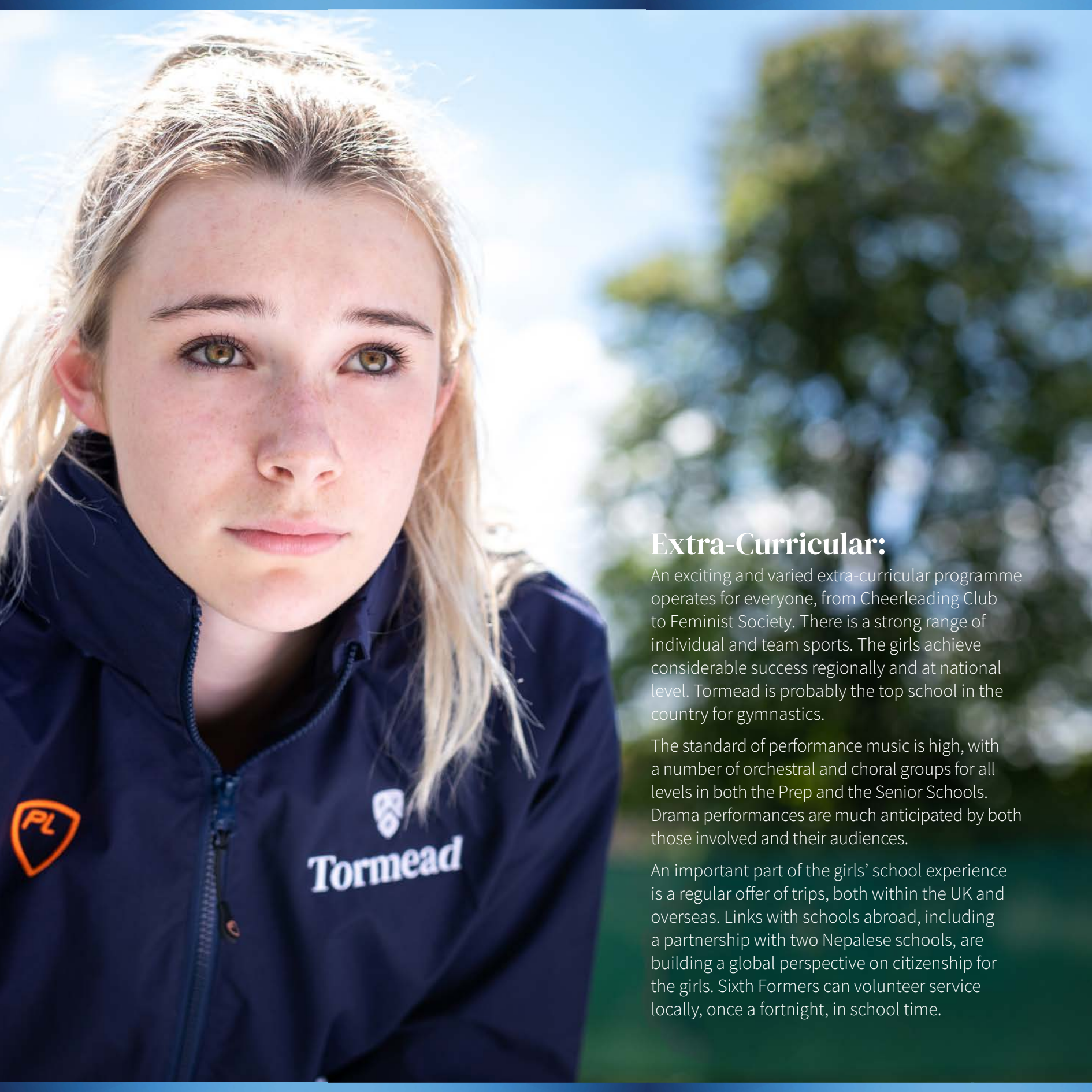
The Prep School encourages child-initiated and outdoor learning opportunities, introducing more formal teaching as the girls get older, with specialist teachers delivering specific subjects. A 1:1 iPad scheme operates for girls from Year 5 to Upper Sixth.

In the Senior School, most girls take 10 GCSEs and there is a wide range of well-respected A Level subjects on offer, with large numbers taking maths and science subjects. Sixth Formers can take EPQ or an internal validation of a research project. The Beacon Programme offers a structured co-curricular programme of enrichment activities that runs challenges for girls around specific termly themes. Academic Scholars have a further programme of enrichment based on individual research. The educational ethos is about exciting and inspiring individual curiosity in every girl, and the School aims to blend an innovative, creative use of modern technology with the highest standards of teaching.

Pastoral:

Tormead has a well-deserved reputation for excellent pastoral care. Relationships between staff and girls and between girls of different ages are warm and strong. The atmosphere is one of respectful informality, where thoughtful behaviour is based on the School values, rather than lengthy rules and punishments. The House system strengthens cross-age group relationships and involves a number of much-anticipated annual events such as the House Fashion and Dance competition.

There are many avenues of pastoral support for the girls with Form Tutors and Heads of Year, overseen by the Deputy Head (Pastoral), as well as pupil mentors, trained health care and pupil support staff and a school counsellor.



Extra-Curricular:

An exciting and varied extra-curricular programme operates for everyone, from Cheerleading Club to Feminist Society. There is a strong range of individual and team sports. The girls achieve considerable success regionally and at national level. Tormead is probably the top school in the country for gymnastics.

The standard of performance music is high, with a number of orchestral and choral groups for all levels in both the Prep and the Senior Schools. Drama performances are much anticipated by both those involved and their audiences.

An important part of the girls' school experience is a regular offer of trips, both within the UK and overseas. Links with schools abroad, including a partnership with two Nepalese schools, are building a global perspective on citizenship for the girls. Sixth Formers can volunteer service locally, once a fortnight, in school time.



The Site:

The School has made excellent use of a compact urban site. Older buildings blend with stunning new-builds on the Senior School site that provide the girls with innovative spaces to learn, reflect, collaborate and relax. A performing arts building provides an additional space for drama lessons, performances and rehearsals, as well as music lessons, rehearsals and practice rooms. The School also benefits from state-of-the-art science laboratories refurbished in 2025 and a Wellbeing Centre, 2022. The Prep School occupies a site across the road from the Senior School and KS1 facilities have had significant recent investment, including creating a delightful outdoor play space.

Our new Sixth Form Centre, opened in September 2022, includes a new common room and café, lecture and teaching spaces, dedicated study, collaboration and social spaces, all designed to bridge the gap between secondary education and university.

A state-of-the-art recording studio opened September 2026 as well as the remodelling of our Sports Centre with a climbing wall to be installed early 2027.

The School's sports facilities on-site include a sports hall, gymnasium, fitness suite, and outdoor netball and tennis courts. In September 2025, we officially opened our new Urnfield Sports Ground, developed in collaboration with Guildford County School, which provides state-of-the-art facilities for hockey, cricket, football and athletics.

Partnerships:

Tormead offers local outreach provision in six local state schools.

This includes sessions in music and art, masterclasses in English, IT and maths and Sixth Form assistance in sport, art, English and dance.

Beyond the UK, girls raise funds for schools in Nepal and there have been a number of cultural exchanges. The School contributes to the UN Sustainable Development Goals around global girls' education.

The choir and orchestra perform regularly at local concerts and services, and members of the local community are invited to the School for concerts, plays and exhibitions.



Rydes Hill

Rydes Hill is a leading Pre-Prep & Nursery School in Guildford, Surrey. We offer outstanding education and pastoral care for children aged 2 to 7, combining academic ambition with a nurturing, family-focused environment. We believe that happy children thrive, and our warm, inclusive atmosphere ensures every child feels valued and part of the Rydes Hill family.

Our highly qualified teachers are dedicated to helping each child grow into a caring, confident, and capable learner. With a strong emphasis on personal development and academic excellence, we lay the foundations for future success and inspire a lifelong love of learning in every child.

In September 2025, Rydes Hill became part of the Tormead family of schools, with plans to gradually become fully co-educational through to Year 6 by 2030, starting with Year 3 in September 2027, followed by Year 4 in September 2028.

Content Creator & Digital Storyteller

Required for January 2027 or as soon as possible
Full-time, 52 weeks per year, up to £30,000 depending on experience and qualifications.

Bring our schools to life through stories that connect

Can you turn everyday moments into stories that make people stop, watch and connect? We are looking for a creative Content Creator & Digital Storyteller to bring our schools, nursery and hockey academy to life through compelling photography, video and written content. Reporting to the Deputy Head (External Relations), you will work across the Tormead family of schools, capturing everything from performances and sporting fixtures to trips and open days. Your content will celebrate our community and connect with prospective parents, current families and alumnae.

What you will do

You will create high-quality photography, video, graphics and copy for social media, websites, email campaigns and marketing materials. From planning and filming to editing, you will produce engaging digital content, including Instagram Reels and Stories. Working closely with staff, you will uncover stories about pupils, colleagues and school life, capture events, and promote admissions activities and marketing campaigns. You will also bring fresh ideas to our digital marketing strategy and keep our content relevant and up to date.

What you will bring

You will have experience in digital content creation and social media management, strong photography and videography skills, and a flair for writing and storytelling. You will be confident using content creation and editing software, with the ability to turn ideas into polished, engaging content.

Creative, enthusiastic and collaborative, you will combine sound marketing knowledge with excellent organisational skills and the ability to manage multiple projects and deadlines. Experience in education, sport or a community-focused organisation would be an advantage, as would familiarity with Adobe Creative Suite, Canva or similar tools.

If you have an eye for an image, an ear for a story and a passion for helping a community connect, we would love to hear from you!

How to apply

This is a full-time position, all year round. We offer a friendly and inclusive working environment. Our benefits package includes a competitive salary, a generous contributory pension scheme, free lunch and refreshments during the term time and use of on-site sports facilities.

For more information and to apply for the role, please visit our website **www.tormeadschool.org.uk** or contact **Emma Mitchell**, Head of HR, **recruitment@tormeadschool.org.uk**.

The closing date for applications is **Monday 4 January 2027 at 9.00am**.

Please note that early applications are encouraged as applications will be considered in the order in which they are received. The School reserves the right to make an appointment prior to the closing date should the ideal candidate(s) be identified.

Tormead Values

- **We treat everyone with respect and dignity**
- **We deliver academic excellence**
- **We enrich through a broad and varied curriculum**
- **We celebrate effort and achievement**
- **We bring out the best in our girls**
- **We prepare our girls for life beyond school**



Job Summary

Bring our schools, nursery and hockey academy to life through engaging photography, videography, social media and digital content. Capture and share the stories, achievements and experiences that make our community unique.

Key Responsibilities

Content Creator

- Create high-quality visual content, including photography, video and graphics, across all areas of school life to support the School's marketing, communications and pupil retention objectives.
- Plan, film and edit content for use across digital platforms and marketing campaigns.
- Collaborate with colleagues and stakeholders across the schools to identify and develop compelling stories that showcase pupils and staff and reflect life within the Tormead family of schools.
- Produce content for social media, websites, email campaigns and marketing materials.
- Write engaging copy for digital channels and news stories.
- Contribute to the development of our schools' digital marketing strategies, supporting campaigns across social media and digital advertising.

Social Media

- Manage and create content for social media platforms.
- Produce short-form video content, including Reels and Stories for Instagram.
- Identify opportunities to improve the digital user experience and keep information for prospective and current families engaging, relevant and up to date.
- Support the planning and delivery of content calendars.

Events & Community

- Capture content at school events, performances, sporting fixtures, trips and open days.
- Support the promotion of key events and admissions activities.
- Build positive relationships with staff to source content from across the organisation.

Continuing Professional Development

- Keep up to date with emerging digital trends and opportunities to improve engagement and reach.
- Reflect on professional practice and pursue appropriate training and development to improve skills and effectiveness.
- Engage actively in the performance review process.

General

- To participate in staff meetings, INSETs and additional School functions as required.
- Actively promote and model good practice in equality, diversity, and inclusion, and to support and uphold fundamental British values.
- To promote and uphold the ethos and values of Tormead School.
- Comply with the School's policies and procedures regarding data protection and record storage.
- To adhere to all School policies, procedures, and risk assessments, including safeguarding, child protection and health and safety.

This job description is not intended to be all embracing and the post holder shall be required to carry out other duties as necessary and required, commensurate with training and experience.

Skills & Experience

Essential

Qualifications & Training

- GCSE in Mathematics and English at Level 4 or equivalent.
- Educated to at least A Level or equivalent.
- Evidence of continuing and relevant professional development.

Experience

- Proven experience in digital content creation and social media management.
- Strong photography and videography skills.

Knowledge & Understanding

- A sound understanding of marketing principles.
- Strong IT skills and confidence using Microsoft Office suite.

Skills & Abilities

- Excellent written communication and storytelling ability.
- Proficiency in content creating and editing software.
- Strong organisational skills and excellent attention to detail, with the ability to manage multiple projects, plan content and meet deadlines.
- Enthusiastic, creative and self-motivated.
- Ability to work collaboratively and build positive relationships across departments.

Desirable

Qualifications & Training

- Marketing qualification.
- An undergraduate degree.
- Full UK driving licence for local travel as required.

Experience

- Experience within education, sport or a community-focused organisation.

Knowledge & Understanding

- Knowledge of Adobe Creative Suite, Canva or similar tools.
- Understanding of digital marketing and social media analytics.
- An understanding of the independent school sector.

Skills & Abilities

- A proactive, adaptable approach, with the initiative to respond positively to changing priorities.

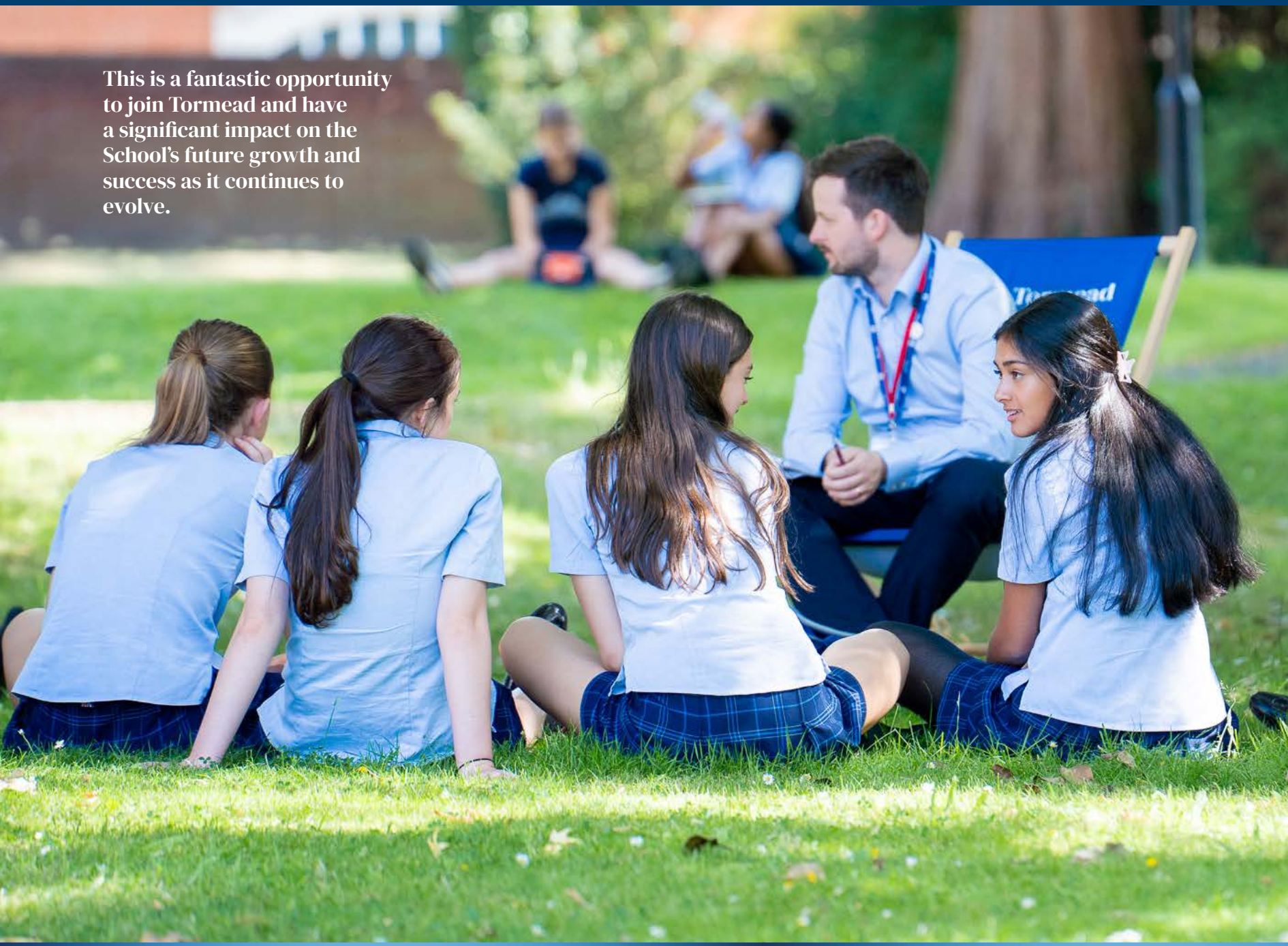
Key Relationships

Internal: Deputy Head (External Relations), Digital Communications & Events Officer, Digital Communications Assistant, colleagues across teaching, curriculum support and business staff teams.

External: Media agencies and outlets, prospective parents, current families, alumnae.

Safeguarding

The postholder is responsible for promoting and safeguarding the welfare of children and young persons with whom they come into contact, and to adhere to and ensure compliance with Tormead's Safeguarding Policy at all times. If, in the course of carrying out their duties, the postholder becomes aware of any actual or potential risks to the safety or welfare of children in the School, they must report any concerns to one of the school's Designated Safeguarding Leads in accordance with Tormead's policies and procedures.



This is a fantastic opportunity to join Tormead and have a significant impact on the School's future growth and success as it continues to evolve.



Benefits

This is a full-time position, all year round. We offer a friendly and inclusive working environment. Our benefits package includes a competitive salary, a generous contributory pension scheme, free lunch and refreshments during the term time and use of on-site sports facilities.

Applications

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Tormead School is committed to safeguarding and promoting the welfare of children and young people and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and an enhanced DBS check. We conduct online searches for all shortlisted candidates as part of our due diligence checks.