



ABINGDON



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# CONTENT CREATOR

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**Closing Date: 23 September 2026 (9am)**

**Interviews: 30 September or 01 October 2026**

*Early applications are encouraged. We may make an appointment prior to the advertised closing or interview dates.*





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# Message from the Director of Finance & Operations, Justin Hodges

Thank you for your interest in the Abingdon Schools Group. I am delighted that you are considering working here. As a member of the support staff you would play a pivotal role in supporting the school to deliver the very best academic, pastoral and Other Half opportunities to our students.

Please take some time to look at our website, [abingdon.org.uk](http://abingdon.org.uk), as this will tell you a lot about us and give you a taste of the atmosphere. The Abingdon Schools Group is a community of some 1700 students across Abingdon Prep, Abingdon School and the Manor Prep. Boarding is available at Abingdon School from 13+ and boarding houses are full with around 150 boarders. Our sixth form has around 360 students and we employ around 500 teachers and support staff across the Group. The Board of Governors oversees the whole Group.

Our schools occupy large and beautiful campuses. The facilities are excellent with recent significant developments including renovated and extended boarding accommodation and a state of the art dining pavilion. Other recent developments include a dedicated Sixth Form Centre, library, Art department and Science Centre. New facilities for Economics and Business Studies; and Computer Science opened in 2020, alongside two additional houserooms for the students. We have also recently added to our extensive sports facilities - both at Tilsley Park and on the senior school campus - these offer some of the best sports resources in the area. The Group benefits from a continuous refurbishment and development plan, adding further impressive facilities to a very well-resourced organisation that also prioritises sustainable development. In September 2026, we will welcome our first co-educational cohorts to the First Year and Sixth Form at Abingdon, with co-educational entry to our Third Year (13+) from September 2028.

We may be over 760 years old but we are a forward-looking, dynamic school. There is pride and commitment amongst those who work here and we always look for high calibre professionals to join us. I hope that you might see yourself joining this happy and purposeful community.



A handwritten signature in black ink that reads "Justin Hodges." The signature is written in a cursive style.

**Justin Hodges**  
**Director of Finance & Operations**

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# About the Marketing and Communications Department

The Abingdon Schools Groups employs around 500 staff across its three schools, Abingdon School, Abingdon Preparatory School and the Manor Preparatory School, as well as Abingdon School Enterprises, which manages commercial activities at the Sports Centre, Tilsley Park and the Amey Theatre. The Group also engages with around 300 other staff including casual workers, self-employed coaches, visiting music teachers, volunteers and governors, meaning that the HR Department supports a workforce of over 800 staff in total.

Sitting within the broader External Relations department, the Marketing team oversees all brand, advertising, marketing, communications and community engagement activity for Abingdon and Abingdon Prep School. Ours is a small, close-knit team with a hands-on approach and 'can do' attitude. The breadth of work ensures great variety whilst consistently delivering high-quality collateral for both schools.





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# Job Description

## The Role

**Location:** Abingdon School, with regular presence across ASE venues and activity locations, including Tilsley Park, Abingdon Prep, The Manor Prep and other Group and external sites as required.

**Department:** Marketing & Communications

**Reports to:** Director of Marketing & Communications and Commercial Director (ASE)

We are seeking a creative, organised and proactive Content Creator to work closely with, and support, the marketing functions across Abingdon School, Abingdon Prep School, The Manor Prep, the Abingdon Alumni Office and Abingdon School Enterprises (ASE). This will be a hands-on creative role, with responsibility for capturing and editing high-quality photography and video footage across the business. The postholder will contribute to designing marketing collateral to create visually strong and engaging content that showcases the breadth, quality and character of the Abingdon Schools Group, helping each audience understand what we offer, what it feels like to be a member of our community and why it matters.

The purpose of this role is to strengthen digital and social media presence by supporting the delivery of consistent, timely and high-quality visual content that improves marketing campaigns, brand awareness and community engagement. The postholder will adapt content tone and format for different audiences and parts of the organisation (ASE and School contexts) while maintaining consistent brand standards.

The role may also support live or near-live digital coverage of priority events, including short live social updates, event clips and, where appropriate, basic live streaming support. This is a full time post that will require flexibility in working hours, including evenings and weekends, to ensure comprehensive coverage of events and activities. There will be a requirement to work off site at times - including other schools, events and multi-day trips.





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# Job Description (cont.)

The duties and responsibilities highlighted in this job description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post. Duties will include, but not be limited to:

## **Content Style and Creative Direction**

The content should feel warm, human, polished and contemporary. It should capture real moments across Abingdon Schools Group activity, showing energy, participation, quality and community without feeling overly staged or corporate.

The postholder will be expected to create content that is:

- People-led: focused on pupils, staff, customers, families, alumni, partners and community moments.
- Authentic: capturing real activity, atmosphere and experience, not just posed or formal images.
- Visually confident: well-composed, well-edited and platform-ready, with a strong sense of brand look, feel and visual quality.
- Social-first where appropriate: designed for digital channels, with strong short-form video, reels, stories, captions and campaign assets.
- Clear and purposeful: each piece of content should support a message, campaign, event, offer or audience need.
- Appropriate to context: able to shift tone between School, Prep, Manor, Alumni and ASE audiences while maintaining quality and safeguarding standards.
- Commercially useful: for ASE content, able to support awareness, enquiries, bookings, participation and repeat engagement, not simply record activity.

The role should balance immediacy and quality: some content will need to be captured and posted quickly during live events, while other content will require more considered editing for campaigns, websites, brochures or stakeholder communications.



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# Job Description (cont.)

## Content Generation

- Capture high-quality photography and video footage of day-to-day School and ASE activities and wider community moments.
- Capture both planned campaign content and spontaneous moments that bring character, community and commercial offer to life.
- Collaborate with School and ASE Marketing Managers to plan effective story-telling through content and in line with key content pillars.
- Produce platform-ready deliverables in the formats required (e.g. reels, stories, short-form video cut-downs, hero images, and campaign assets).
- Ensure content authentically represents School and ASE's ethos, culture and brand values.
- Provide graphic support and copy for promotional collateral.
- Adapt content formats to suit different platforms (e.g. reels, stories, short-form videos, campaign assets), as requested.
- Organise and archive assets using agreed naming conventions, tagging and folder structures, enabling fast retrieval and re-use.
- Apply strong platform literacy, with an understanding of what good looks like across major digital and social channels, while keeping the role focused on production.
- Where appropriate, support the capture of aerial footage and photography, either directly where suitably qualified and authorised, or by briefing approved external drone operators.

## Collaboration and Delivery

- Update and contribute to digital content and events calendars, planning work around key objectives for social media and websites.
- Confidently engage with staff, pupils and external partners to capture content professionally and appropriately in a school setting.
- Where agreed, post live to social media channels during priority events to increase immediacy and engagement.
- Write and edit short-form copy to accompany social posts (captions, calls to action, hashtags and basic post variants), aligned to tone of voice.
- Produce occasional longer-form website copy as agreed with line managers.
- Work from briefs and approved messages, and co-ordinate with Marketing Managers to agree tone, brand and any sensitive claims.
- Provide creative ideas and input to help strengthen ASE, Abingdon School, Abingdon Alumni Office, Abingdon Prep School and The Manor Prep's digital presence.
- Maintain consistently high production standards in line with brand guidelines.
- Use basic engagement feedback and learnings from content performance to inform future capture and editing choices.
- Support live or near-live coverage of events, including capturing short updates, posting during events, and assisting with basic live streaming where required.



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# Job Description (cont.)

## Equipment and Production Standards

- Maintain kit readiness (battery, storage media, safe storage, and reporting faults).
- Maintain agreed production standards (brand look and feel, file formats, aspect ratios, and export settings for each platform).
- Follow licensing rules for music, stock footage, templates, and third-party imagery.
- Ensure any aerial content meets CAA requirements, insurance, risk assessment, privacy, safeguarding, consent and site-permission processes.

## Safeguarding and Data Protection

- Work sensitively and professionally in a school environment, adhering to safeguarding and consent requirements at all times.
- Ensure all content capture, storage, editing and publication follows agreed consent, safeguarding, data protection and image-use procedures.





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# Person Specific Criteria

## Essential

- Professional, approachable and collaborative.
- Creative and curious, with a passion for visual storytelling.
- Reliable and adaptable, comfortable working independently and as part of a wider team.
- Discreet, trustworthy and mindful of safeguarding and confident
- Strong photography skills, including editing images.
- Video editing skills and confidence using relevant software (e.g. Adobe Premiere Pro, Final Cut Pro, After Effects, CapCut, Canva or similar).
- A creative eye for visual storytelling and composition.
- Ability to produce consistently high-quality content to tight deadlines.
- Excellent organisational and time-management skills.
- Understanding of current digital and social media content trends.
- Experience of content creation, including photography and video production.
- Experience writing for short social media copy and longer-form website content (blogs, event pages, etc).
- Confident using social channel tools to post and schedule content (with good judgement, accuracy, and pace under live conditions).
- Confident using a mix of smartphone and camera kit (as provided), with basic lighting and audio awareness.
- Working knowledge of consent, copyright and licensing in social video and photography (including safe music use).
- Strong judgement about tone, audience and context, with the ability to distinguish between formal school communications, community storytelling and more commercially focused ASE content.
- Basic understanding of live streaming principles, including framing, audio quality, lighting, platform set-up, connectivity, permissions and safeguarding considerations.
- Displays commitment to the principles of equity, diversity and inclusion
- Displays commitment to the protection and safeguarding of children and young people
- Values and respects the views and needs of children and young people

## Desirable

- Typically a degree or qualification in Marketing, Communications, Media, Journalism, English, Digital Marketing, Film/Video Production, Graphic Design or PR
- Motion graphics or animation skills
- Awareness of the compliance requirements associated with drone footage, including permissions, privacy, safeguarding and safe operation.
- Comfortable with structured digital asset management (file hygiene, naming conventions, archiving).

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# Further Information

## Hours and weeks of work

This is a permanent, full-time position working 40 hours per week all year round. The standard hours of work are 08.30 to 17.00, Monday-Friday (with a 30 minutes unpaid lunch).

The **Content Creator** will be entitled to 25 days' paid annual leave plus the 8 bank holidays. All year round staff also benefit from 4 additional non-contractual days off between Christmas Eve and New Year during the School's Christmas closure period.

## Salary

The range for this role is **£30,393 to £33,504** per annum dependant on skills and experience.





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# Further Information

## NOTES

- This role is to start from **November 2026** (or later depending on the successful candidates notice period).
- After successful completion of a **4 month probationary period**, the **notice period** for this role is **2 months**.
- For an informal discussion about the role please contact **Julia Cooke, Director of Marketing & Communications** initially via email to: [recruitment@abingdon.org.uk](mailto:recruitment@abingdon.org.uk). Please note this is not part of the selection process.
- Early applications are encouraged and we may make an appointment prior to the published closing or interview date.
- All applicants should apply via our recruitment portal. CV's are not accepted.
- Please note that due to safeguarding reasons, candidates must complete a standard Abingdon application form.
- Closing date for applications is **9am on 23 September 2026**.
- Interviews are expected to be held on **Wednesday 30 September or Thursday 01 October 2026**.





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# Further Information

## Training Requirements

The following mandatory training will be provided: Cyber Security, Equality, Diversity & Inclusion, Fire Awareness, Health & Safety, Prevent, Safeguarding (Triennial) and Sexual Harassment Awareness.

## Health and Safety at Work

All staff share responsibility for achieving safe working conditions. The postholder must take care of their own health and safety and that of others, observe applicable safety rules and follow instructions for the safe use of equipment. All staff are required to confirm that they have read and understood the Foundation's Health and Safety Policy.





# Benefits of working at Abingdon

## Annual Leave:

You'll get 25 days paid time off each year, plus bank holidays (pro rata if part time). Depending on your role, we usually expect you to take your holidays during school breaks, but there can be some flexibility if needed.



92% of our staff say the facilities and resources for staff are good (2026 staff survey)



## Working from Home (WFH):

We may be able to offer flexible working from home options, depending on the nature of your role. If this applies, during term time, you may be able to work remotely for up to 20% of your hours (usually about one day a week). Outside of term time, this increases to 40% (around two days a week). Unfortunately, not all roles can be carried out from home.



## Christmas Closure:

Our all year round staff can enjoy extra time off over the festive period. We offer up to 4 closure days around Christmas/New Year, dates depend on where the bank holidays fall.

## Outstanding Pension Scheme:

We're serious about your future. We offer staff pension choices, including the option to join an enhanced pension scheme with a 6.4% contribution from you and a competitive contribution of 14.1% from us. Staff can also opt for salary exchange for additional benefits.

## Death in Service Benefit:

For your peace of mind, all support staff aged 18-70 are covered by a scheme that pays out three times your annual salary to your loved ones in the event of your death whilst employed.



### School Counsellors and Physios:

Staff can also access the services provided by the School Counsellors and the Physios (terms and conditions apply).



### Employee Assistance Programme (EAP):

Life can be tricky, so we provide an Employee Assistance Programme. This offers confidential support and resources for anything from mental health to financial advice, plus a Health Risk Assessment tool to help you stay on top of your wellbeing.



### Cycle to Work Scheme:

Save money and get fit! We offer a Cycle to Work scheme for eligible staff, helping you buy a bike. Contact us for more information.



### Social:

There are regular staff social events and opportunities to join other staff in a range of activities from singing in the choir to playing cricket or football, running in the road relay or even joining in with the staff rock band or staff panto.

### Private Healthcare:

Permanent employees can benefit from free private health insurance, giving access to excellent medical care (this is a taxable benefit).



### Sports Centre Membership and Theatre discounts:

Stay active and healthy with free access to the gym and swimming pool at agreed times. You'll also get a discounted membership to the Abingdon Sports and Leisure Club, allowing you to attend exercise classes for free. Staff can also benefit from access to discounted or complementary tickets to a wide range of events at the Amey Theatre.



### Other Health and Wellbeing Benefits:

Include access to an occupational health provider, free staff 'flu jabs, eye test reimbursement, menopause support and mental health first aiders.



### Free Lunch:

Most staff can enjoy a delicious free lunch and refreshments during term time.



### Everyday Perks

### Free Parking:

We offer free on-site parking and bike storage for all staff (on a first-come, first-served basis).



### Staff Development

We offer a range of online and in-person courses to staff for free including first aid, mental health first aid and health and safety courses. Staff completing higher level professional qualifications or CPD may have their courses fully or partly funded.

“99% of our staff say they have good working relationships with their immediate colleagues (2026 staff survey)”



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# How to Apply

To apply, please go to **MyNewTerm**, our recruitment portal and submit an **application**. Please note we are unable to accept CVs, testimonials or examples of work.

## References:

We require at least two satisfactory references, including one from your current/most recent employer. If you've previously worked in a school or with children, one reference must be from the most recent relevant employer where you last worked. If you've been employed by a school, the reference must be from the school's Head. References cannot be from a relative or someone known to you solely as a friend.

For safeguarding reasons, references will be taken up before interview unless you have specifically asked us not to.

## Online Checks:

We conduct online searches for all shortlisted candidates to assess their suitability to work with children. Any public information found may be discussed with you at your interview.

## Interviews:

If shortlisted, you'll be invited to attend an in-person interview/selection day which will include one or more interviews and will also include one or more tasks (e.g a written exercise) and a tour of the School. If you are invited for interview, further information will be sent to you with your invitation.

These stages will also assess your suitability for working with children. Your employment history, including any gaps in employment, will be explored at interview.

## Pre-Employment Checks:

If you're invited for an interview, you'll undergo essential checks with HR, including:

- DBS enhanced criminal records check and checks of relevant prohibitions and barring;
- Verification of identity, address, right to work in the UK, and
- Qualifications check.

If you've lived or worked overseas for 3+ months in the last 10 years, please bring original copies of any overseas police checks.

## Conditional Offer & Safeguarding

Any job offer is conditional on successful completion of all required pre-appointment checks, including ID check, DBS check, any required overseas checks, barred list checks, prohibitions from teaching and/or management checks (if applicable), satisfactory references, medical fitness, EYFS declaration (if applicable) and verification of qualifications and right to work in the UK. Staff are also required to read and sign to say they have understood key policies including safeguarding and health and safety.

## Warning!

It is an offence to apply for the role if you are barred from engaging in regulated activity relevant to children. Providing false information is also an offence and could result in the application being rejected or summary dismissal (if appointed), and possible referral to the police and/or DBS, and/or the Teaching Regulation Agency (TRA).

## Questions?

Contact our HR Department at **01235 849136** or [recruitment@abingdon.org.uk](mailto:recruitment@abingdon.org.uk)

**We recognise the value of a diverse and inclusive workplace and are committed to equality of opportunity for all staff and job applicants. We aim to ensure that our staffing at all levels and in all roles is diverse and we welcome applications from all backgrounds and all sections of the community.**



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ABINGDON

**Co-educational independent day and boarding school  
for pupils aged 11 to 18 years**