



DIGITAL & VIDEO CONTENT CREATOR

Part time position - 0.6 to 0.8 FTE

Job Description



Digital & Video Content Creator

We are seeking a creative, enthusiastic and highly organised Social Media & Content Creator to join our Marketing team.

This is a hands-on role focused on creating engaging content that showcases the life of the School and supports pupil recruitment, retention, School values and brand awareness. The successful candidate will be responsible for developing and delivering compelling social media content, photography, videography, and written content across a range of channels.

Working under the direction of the Director of Marketing, the role is ideally suited to someone with strong creative instincts, excellent content creation skills, and a passion for social media and storytelling. Working closely with colleagues across the School, the post-holder will identify and share stories that celebrate pupil achievement, staff expertise, and the wider School community.

About St Catherine's School

St Catherine's was founded in 1885 and in 2025 celebrates 140 years of successful education for girls. The School is an Independent Church of England Day and Boarding School, in membership of the Girls' Schools' Association and the International Coalition of Girls' Schools, with 820 pupils aged between 3 and 18. The Prep School has 220 pupils aged 3 to 11 and the Senior School 600 pupils aged 11 to 18, of whom some 165 are in the Sixth Form and 150 are boarders aged 11 to 18. The School is situated in a 23 acre site in the village of Bramley, three miles south of Guildford off the main Horsham Road (A281) and on the edge of the Surrey Hills Area of Outstanding Natural Beauty.

St Catherine's is a selective academic girls' school which prides itself on its excellent A Level results and the university places which all its leavers secure, including good numbers at Oxbridge. However, this is not at the expense of our commitment to the broader ideal of an all-round education for all our pupils, which will prepare them for full and happy lives as well as successful careers.

The School underwent a full ISI Inspection under their new framework in October 2023 and the Inspectorate's report along with an Executive Summary from St Catherine's may be viewed [here](#). Our Good Schools Guide Reviews can be found [here](#) along with Parent Testimonials which can be found [here](#). Those seeking employment at St Catherine's may also be interested in the leaflet on the employment package we offer which can be found [here](#).





Key Responsibilities

Social Media Management

- Manage the School's social media channels, ensuring content is engaging, timely, and aligned with the School's brand and values.
- Create, schedule, and publish content across platforms including Instagram, Facebook, LinkedIn, and other relevant channels.
- Develop and maintain a proactive social media content calendar.
- Monitor engagement and respond to comments, messages, and enquiries where appropriate.
- Identify opportunities to increase audience engagement and grow social media reach through high-quality organic content.
- Stay up to date with social media trends, platform updates, and emerging content formats.

Content Creation

- Produce engaging written content for use across social media, websites, newsletters, and other marketing materials.
- Create original photography and video content that captures School life and key events.
- Edit video and photographic content for use across digital channels.
- Attend School events, performances, and activities to gather content and tell compelling stories.
- Work with staff and pupils to identify content opportunities throughout the academic year.
- Support the creation of promotional materials and marketing collateral in line with brand guidelines.

Website Content

- Assist with the updating of website content to ensure information remains accurate, engaging, and current.
- Work with colleagues to gather material that supports key recruitment and communications objectives.

Collaboration and Stakeholder Engagement

- Build strong relationships with colleagues across the School to source content and identify storytelling opportunities.
 - Act as a key point of contact for social media and content creation support.
 - Encourage and support colleagues in generating content ideas and providing material for marketing purposes.
 - Ensure all content reflects the School's brand, tone of voice, and values.
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Person Specification

Essential Experience

- Experience in a social media, content creation, communications, or marketing role.
- Experience creating content across a range of social media platforms.
- Experience of photography and/or videography for marketing purposes.
- Experience writing engaging copy for different audiences and channels.
- Experience managing content calendars and delivering content to deadlines.

Essential Skills and Knowledge

- Excellent written and verbal communication skills.
- Strong social media content creation skills.
- A creative eye for photography, video, and visual storytelling.
- Proficiency in creative content tools such as Canva and CapCut.
- Basic video editing skills.
- Strong organisational and project management skills.
- Excellent attention to detail.
- Ability to manage multiple priorities simultaneously.
- Strong interpersonal skills and confidence working with a wide range of stakeholders.
- Understanding of brand consistency and visual identity.

Desirable Experience, Skills, and Knowledge

- Experience working within an education setting.
- Familiarity with website content management systems.
- Experience using social media scheduling platforms such as Hootsuite.
- Graphic design experience.
- Photography and video editing qualifications or training.





Key Performance Indicators

Content Creation

- Delivery of a consistent and high-quality content calendar.
- Production of agreed volumes of photography, video and written content.
- Timely coverage of key School events and activities.

Social Media Engagement

- Growth in social media engagement and audience interaction.
- Increased reach and visibility of School content.
- Consistent publishing schedule across agreed platforms.

Stakeholder Satisfaction

- Positive feedback from internal stakeholders.
- Effective collaboration across departments.
- Timely delivery of content requests and communications support.

Remuneration

- **Salary:** £28,000 FTE (salary pro-rated for part-time) dependent on skills and experience
- **Working Pattern:** 3-4 days per week, 0.6 – 0.8 FTE (exact working pattern to be agreed with successful candidate)
- **Contract:** Permanent, part-time, year-round

Other Benefits

- Generous pension scheme with a choice of contribution rates:
 - Employee 3%, St Catherine's 8%
 - Employee 4%, St Catherine's 10%
 - Employee 5%, St Catherine's 12%
- Health Cash Plan
- Fee remission for daughters attending the school
- Lunch provided during term time
- On site parking
- Cycle to work scheme





Applications

Please submit your application online via **My New Term** by **10am on Monday 12th October 2026**.

Please note: applications will be reviewed on a rolling basis, and interviews may be scheduled prior to the closing date. Early application is strongly recommended.

St Catherine's is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This post is subject to child protection screening, including checks with past employers and an Enhanced DBS with Barred List check. St Catherine's is an equal opportunities employer.

Thank you for your interest in St Catherine's School.

A handwritten signature in black ink, appearing to read 'Emma Watson'.

Emma Watson, Head
September 2026



St Catherine's School BRAMLEY

St Catherine's School
Station Road, Bramley, Guildford, Surrey, GU5 0DF
01483 893363 | jobapplications@stcatherines.info
www.stcatherines.info

Patron: Her Majesty The Queen
Registered Charity Number: 1070858