



RADLEY

Digital Content and Communications Executive

Abingdon, Oxfordshire | Start January 2027 (or ASAP)

THE ROLE

This is an exciting opportunity for an ambitious and creative communications professional to play a key role in shaping how Radley tells its story to prospective families, current parents, and other key stakeholders.

Working closely with the Head of Communications and Communications Manager, the Digital Content and Communications Executive will lead the development and delivery of engaging, audience-focused communications across digital channels, helping to strengthen Radley's reputation, support pupil recruitment and showcase the distinctive experience of life at the College.

This is a hands-on, creative role with genuine scope to shape our approach. The successful candidate will combine excellent storytelling skills with expertise in digital communications, social media and audience insight, moving beyond reactive content to develop purposeful content that has measurable impact. They will play an active role in developing and delivering the College's communications strategy, with a particular focus on digital channels, content creation and audience engagement.

This is a full-time, full-year post that reports to the Head of Communications and we are looking for the successful candidate to start as soon as possible.



CONTEXT

This is an exciting time to join the Communications Team. The College has an experienced and growing communications function, led by the Director of Admissions and Communications, who joined the College in September 2020. The Head of Communications started in post in April 2025, and the team also comprises a Communications Manager and an Internal Communications and Publications Manager.

Radley is also fortunate to have an in-house Video Unit. The Head of Radley Video works closely with boys to produce promotional films, create social media content and stream College events, including sports fixtures.

Radley has significantly strengthened its communications output in recent years, including the launch of a new website and prospectus pack in 2023, improvements to communications for current parents, and a growing presence across digital channels.

The next phase will build on that strong foundation, producing more integrated, proactive and insight-led communications, and strengthening our digital storytelling. The successful candidate will therefore have genuine scope to shape how the College communicates across digital channels, working alongside an experienced team and with colleagues across the College to direct strategy, identify stories and innovate with new approaches.

For a flavour of our current communications output, you may wish to explore our website, Instagram, LinkedIn, YouTube and Issuu.



KEY RESPONSIBILITIES:

Digital communications, content and campaigns

Campaigns and planning: Plan and deliver integrated digital communications activity aligned with the College's strategic priorities, particularly around pupil recruitment, admissions and key events. Develop and maintain a digital content calendar across key digital channels, to ensure timely, relevant and engaging content.

Social media and digital channels: Develop and manage the College's social media presence, moving beyond reactive posting to deliver planned, purposeful content aligned with recruitment and reputation objectives.

Content creation and storytelling: Develop high-quality, engaging content that brings the spirit of the College to life, showcasing the sense of community, academic excellence and the distinctive opportunities of a full boarding school, ensuring consistency of brand, tone of voice and messaging.

Website and SEO: Manage and optimise website content to ensure it is user-focused, accessible and aligned with SEO best practice and emerging approaches to optimisation for AI-powered search.

Analytics and insight: Use website, social media and campaign analytics to understand audience behaviour, measure impact and make evidence-based recommendations and adjust content and campaign activity accordingly.

Monitoring trends and innovation: Keep abreast of emerging trends, technologies and best practice in digital communications and social media, embracing new ideas and identifying new approaches that could strengthen audience engagement and the College's digital presence.



COLLABORATIVE RESPONSIBILITIES: Creative production and wider communications

Creative content production: Work closely with the Head of Video and rest of the Communications Team to plan photography and videography for social media, including capturing day-to-day school life and key events, and coordinating with external photographers where required.

PR: Identify and develop newsworthy stories that raise the College's profile and strengthen its reputation. Contribute to award submissions, engaging news stories and media hooks that can secure positive coverage in local and specialist media.

Collaboration and stakeholder engagement: Work closely with colleagues across the College to identify and develop compelling stories, supporting a coordinated and proactive approach to communications.

Radley Schools Group: There may be times when the postholder may collaborate on content creation for Radley Schools Group.



'Renowned added value' is a bold claim for Radley to make, but the school's academic success proves its veracity.

TATLER SCHOOLS GUIDE 2027

THE PERSON

Essential experience and skills

- Experience in a marketing, communications or digital role, with responsibility for content creation and managing digital channels
- Experience of planning and delivering campaigns across multiple channels
- Excellent written communication skills, with the ability to produce clear, engaging and audience focused content across a range of platforms
- Strong understanding of social media platforms and how they can be used to support engagement, recruitment and reputation
- Experience of using data and analytics (eg social media insights or website analytics) to evaluate performance and inform future activity
- Strong visual awareness and a good eye for design, with the ability to create or commission visually engaging content
- Ability to manage multiple projects, prioritise effectively and deliver high-quality work to deadlines
- Excellent interpersonal skills, with the ability to build positive working relationships with colleagues, pupils, and other stakeholders
- Previous experience of using audience insight to inform content, campaigns or communications activity
- Strong attention to detail
- Interest in education and an understanding of the importance of effective communication within a school environment





Desirable

- A good understanding of SEO and emerging approaches to optimisation for AI-powered search and discovery
- Experience in photography or videography, or experience coordinating and creating visual content
- Proficiency in tools such as WordPress (or similar CMS), Canva or Adobe Creative Suite

PERSONAL QUALITIES

- Creative and curious with a genuine enthusiasm for finding new ways to tell stories and engage audiences
- Proactive and self-motivated, with the confidence to spot opportunities, develop ideas and turn them into action
- Collaborative and personable, with the ability to build strong relationships across the College community
- Organised and adaptable, able to manage competing priorities and maintain a high standard of work
- A positive, can-do attitude and willingness to contribute to a high-performing team
- A willingness to take on new projects and priorities, taking initiative and sharing workload with colleagues as the situation demands
- Keen to learn and develop, with an interest in the dynamics of working in an educational environment
- Commitment to safeguarding and responsible use of pupil images





Radley College

Radley College is an independent full boarding school for boys aged 13-18 in Oxfordshire. As one of the world's leading schools, it is our added value, ability to unlock the potential in every boy and the sense of community here that makes us special.

Founded in 1847, Radley is proud of its tradition but is celebrated for academic excellence, innovation, and dynamism. We are fortunate to do all of this on a beautiful 800-acre campus with genuinely world-class facilities a few miles from the thriving city of Oxford.

We aim to nurture intellectual entrepreneurs; boys who can use their strong academic understanding to solve real-world problems. Exam results matter and our excellent A-Level and GCSE results evidence this. But we know that life doesn't have a syllabus, so we work hard to equip boys with the characteristics, life skills and values that will help them thrive in the workplace and in life.

Beyond the classroom, opportunities are limitless. Our boys excel on the sports field, in the concert hall, on stage and as part of our partnerships programme. Community is the central pillar of our ethos and we work hard to ensure that each and every individual that works, or learns, at Radley feels part of our wonderful family.



We think it's an absolute humdinger of a school.

Staff Benefits

- 33 days holiday per annum, including bank holidays. This increases by one day each year to a maximum of 38 days.
- Generous contributory group personal pension scheme, with the option of using salary exchange.
- Death in service benefit (if a member of the pension scheme).
- Reduced membership of the Sports Centre (£50 a year).
- Reduced membership fee for nine-hole golf course.
- Employee Assistance Programme.
- College sickness scheme.
- Free school meals during term time.
- Free parking on site.

Application Process

Applications should be submitted via the link on the College's website. Early applications are encouraged. We reserve the right to interview candidates as applications are received and if successful we may withdraw the advert prior to the closing date.

We welcome applications from candidates with a range of professional backgrounds. Previous experience in school communications is not essential, but candidates should have a genuine interest in education and an appreciation of the ethos and values of independent education.

Candidates are welcome to arrange a preliminary conversation with Katharina Roelofs, Head of Communications, prior to application. Please email ksr.roelofs@radley.org.uk.



Safeguarding

Radley College is committed to safeguarding and promoting the welfare of children and young people. The successful candidate will be expected to share this commitment and to uphold the College's policies and procedures, including the responsible and appropriate use of pupil images and personal information.

All employees must attend appropriate training in accordance with College and local Safeguarding Board stipulations. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

A disclosure, at the enhanced level, will be requested from the successful applicant but a criminal record will not necessarily be a bar to obtaining this position. You will also be required to produce original evidence of qualifications as well as evidence of the right to work in the UK.





RADLEY