

DIGITAL CONTENT OFFICER

REQUIRED FOR NOVEMBER 2026

CANDIDATE PACK



James Allen's Girls' School

JAMES ALLEN'S GIRLS' SCHOOL

With its distinctive heritage as the oldest independent girls' school in London, James Allen's Girls' School, JAGS, provides a forward-thinking and contemporary education for over 1200 girls aged 4 to 18.

Located in the London borough of Southwark, JAGS has a diverse school community and is committed to inclusive recruitment and inclusion in the workplace. The school has entered an exciting new phase in its development and this post presents the opportunity to work in a community without barriers to full participation. JAGS recognises that celebrating the full diversity of staff and students has a positive impact on all and invites applications from candidates from a broad range of backgrounds.

Awarded the title of London Independent School of the Year 2024 by the Sunday Times, the school has entered an exciting new phase in its development. Your input will help to bring a bold educational vision to life for all students and colleagues as we work together to develop this already exceptional school in its next chapter.



James Allen's Girls' School 144 East Dulwich Grove London SE22 8TE

DIGITAL CONTENT OFFICER

MESSAGE FROM THE HEAD

I am delighted that you are interested in joining the JAGS community. As Head, it's absolutely my belief that all girls should be given the opportunity to grow and flourish in an environment where there is no limit to their ambitions.

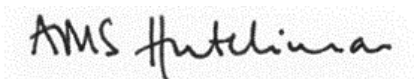
At JAGS you will find a happy, diverse and dynamic community, rooted in academic excellence and yet fully committed to the breadth of a holistic education both in and out of the classroom. Compassion and commitment are central to our ethos, in this environment that values individuality and inclusivity.

Our school aims, both in and out of the classroom, are clear:

- To celebrate our diverse and inclusive community
- To champion social awareness and sustainability
- To empower courage, creativity and compassion in each student
- To inspire aspirational and authentic lifelong learners and leaders
- To nurture respectful, resilient and kind individuals

It is an enormous privilege to lead this exceptional school, where all members of our school community share a passion for life and learning.

I hope that this matches your educational vision and look forward to welcoming you soon.



MRS ALEX HUTCHINSON, MA (OXON) PGCE



DIGITAL CONTENT OFFICER

WORKING AT JAGS

Working at JAGS is about more than simply coming to work — it's about joining a vibrant, supportive community. Whether you are a teacher, a gardener, an IT technician or part of our wider support team, you will find friendly, welcoming colleagues who immediately make space for you and help you settle in.

From your very first day, you will take part in a varied and engaging induction programme designed to introduce you to the whole community. You'll quickly gain a sense of belonging and an understanding of how your role contributes to life across the school.

We are proud of our culture of continual improvement. Staff at JAGS feel seen and are supported to grow. We work closely with all colleagues to offer meaningful development opportunities and encourage professional curiosity at every stage of your career.

Our students are intellectually curious and motivated, and this brings real purpose and enjoyment to the work we do. You will have the professional freedom to use your judgement in shaping your work — whether in the classroom or supporting the community through our administration, operations, grounds and facilities.

We strive to create a warm and supportive environment not only for the students, but also for the dedicated and talented colleagues who choose to work here. With exceptional facilities, a commitment to staff wellbeing, and countless opportunities to get involved in school life, JAGS offers a truly rewarding place to build your career.

JAGS works hard to attract the best staff from both the independent and maintained sectors and the benefit package is both generous and competitive. Candidates are welcome to visit JAGS prior to application should they wish to gain a greater sense of the school community.

We offer:

- The opportunity to join our outstanding school where public examination results consistently place JAGS amongst the leading schools in the UK
- A community of considerate, creative and compassionate students and staff
- A highly diverse and inclusive school community, committed to our bursary provision
- An inspiring and enthusiastic team of colleagues across the teaching and support staff
- Excellent facilities, including the latest resources to support learning
- A diverse benefits package including:
 - Competitive salary
 - Defined contribution pension scheme with 10% employer contributions
 - Enhanced sickness, maternity and paternity pay
 - Free onsite parking and bicycle storage
 - Free gym membership with discounted family rates
 - Employee Assistance Programme
 - Free lunches, tea and coffee all year round
 - Free access to the Dulwich Picture Gallery
 - School fee discount
 - Cycle to work scheme
 - Cycle hire scheme
 - Interest-free computer loans
 - Interest-free transport season ticket loans

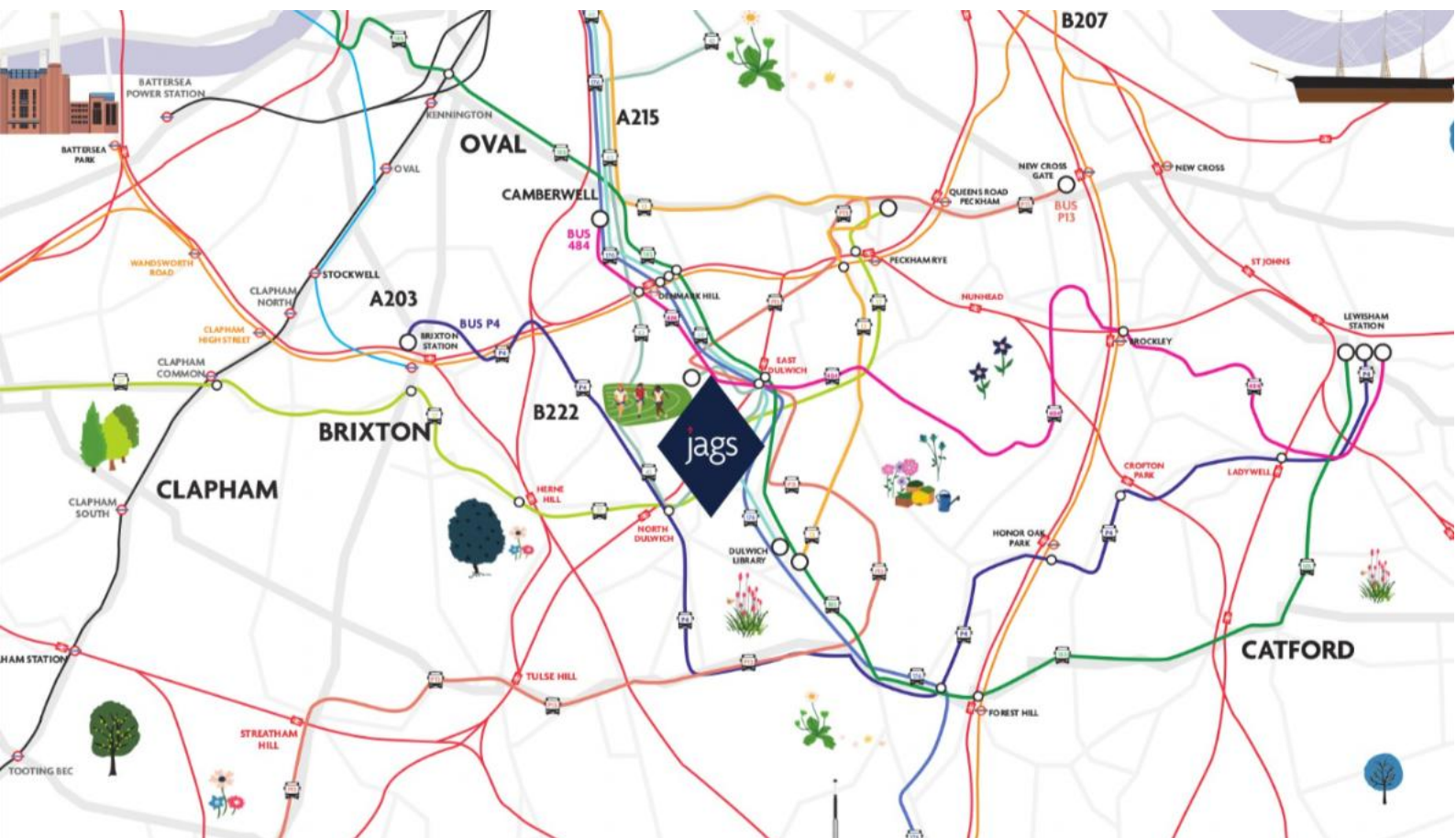
DIGITAL CONTENT OFFICER

LOCATION & FACILITIES

Based in leafy Dulwich, South London, JAGS is spread across two sites. Our Pre-Prep is located in a beautiful Edwardian family house in Dulwich Village itself. Just up the road, at 144 East Dulwich Grove, is our main site, which houses our Senior and Prep Schools.

Despite our central location, JAGS is a green and spacious site. Our extensive grounds and facilities include 22 acres of playing fields, a sports centre, our botany gardens, a state-of-the-art community music centre, a purpose-built theatre, an ozone-filtered swimming pool and so much more.

Conveniently placed in Zone 2, both sites are within a stone's throw of North Dulwich station, as well as on the main bus routes from Herne Hill and Lordship Lane. We are a 5-minute walk from North Dulwich station, with regular trains towards London Bridge, as well as towards Caterham and Beckenham Junction. Herne Hill Station is a 20-minute walk or 5-minute bus ride away. We are also on the 37, 42 and P4 bus routes, with stops outside the senior school or a short walk away.



DIGITAL CONTENT OFFICER

JOB DESCRIPTION

JOB TITLE

Digital Content Officer

TERMS & CONDITIONS

Term time plus two weeks during school holidays

8am to 4pm (with 1-hour unpaid break each day), Monday to Friday

SALARY

Full Time Equivalent Salary - £28,000-£32,000 per annum

Actual Salary - £22,819 - £26,079 per annum for working 35 hours per week for 37 weeks per year

Overview

The Digital Content Officer will play a key role in supporting the delivery of the school's marketing and communications strategy through the creation, day-to-day management and publication of digital content.

Working within the Marketing & Communications team, the postholder will be responsible for developing content across the school's digital channels, helping to showcase school life at JAGS, celebrate achievements and strengthen engagement with key audiences. The role will also provide essential operational support through the management of website content, digital assets and administrative processes associated with content production.

Main Responsibilities

- Plan, create and timetable engaging digital content across all the school's digital channels including social media, website and any other digital platforms as required
- Capture, edit and publish photography, moving image and written content that reflects life at JAGS
- Ensure all content aligns with JAGS branding, tone of voice and ethos
- Monitor social media trends and educational talking points to identify opportunities to enhance engagement
- Maintain and update JAGS website to ensure information is current and accurate, including news stories, images and text
- Assist with digital marketing campaigns where required
- Manage the organisation and archiving of all digital imagery
- Day to day management of the school's photo permissions in accordance with safeguarding and data protection requirements
- Extrapolate and evaluate analytics across social media and other digital platforms to inform future content providing regular reports as required
- Support the Head of Marketing & Communications and Communications Manager in the delivery of departmental objectives
- Work collaboratively with colleagues across the school to identify and promote stories and achievements
- Contribute to the continuous improvement of the Marketing & Communications function

- Comply with safeguarding, health and safety, inspection requirements and all school policies
- Actively contribute to and work collaboratively as part of the wider School community, supporting its values, priorities and objectives
- Promote and embed equality, diversity, inclusion and anti-racism in day-to-day practice, contributing to an inclusive and respectful School environment
- Support and contribute to sustainable practices within the School community, aligning individual work with the School's sustainability commitments
- Carry out any other reasonable requests that are commensurate with the role

DIGITAL CONTENT OFFICER

PERSON SPECIFICATION

Criteria		Assessment Method
Operational Excellence	Experience creating content for social media, websites and digital platforms	Application form, Interview
	Strong photography and/or videography skills	Application form, Interview
	Experience using content management systems and social media management tools	Application form, Interview
	Excellent verbal and written communication skills, including proofreading	Application Form, Interview, Test
	Good organisational skills with the ability to manage multiple priorities	Application form, Interview
	Ability to work proactively, meet deadlines and respond quickly to emerging opportunities	Application form, Interview
	Strong attention to detail	Application form, Interview
	Confidence building positive relationships with a wide range of stakeholders	Application form, Interview
	Proficiency in digital content creation tools	Application form, Interview
	Knowledge of Adobe Creative Cloud applications, particularly Photoshop and InDesign (desirable)	Application Form, Interview
	Understanding of website analytics and social media performance reporting (desirable)	Application Form, Interview
	Experience of managing digital asset libraries (desirable)	Application Form, Interview
	Familiarity with photography consent and GDPR requirements (desirable)	Application Form, Interview

Personal Behaviours	Kindness and open-mindedness	Interview
	Intellectual curiosity, enthusiasm and a personal ethos of lifelong learning	Application Form, Interview
	Resilience and optimism; someone who is willing to go the extra mile in the busy life of the school	Application Form, Interview
	Team-working abilities and a keenness to enable all colleagues to contribute ideas and be part of positive change	Interview
	Understanding, commitment and loyalty to the ethos of JAGS	Interview
Safeguarding	Committed to safeguarding and promoting the welfare of children and young people	Interview
	A satisfactory Enhanced Disclosure from the Disclosure and Barring Service	N/A

DIGITAL CONTENT OFFICER

HOW TO APPLY

If you are interested in joining us, please [click the link to our website (www.jags.org.uk/day-to-day/vacancies/) and follow the instructions to] complete the online application form via My New Term.

Please note that applications must be submitted via My New Term. CVs and covering letters sent via email will not be accepted.

All candidates must read our [recruitment policy and safeguarding \(child protection\) policy](#) before applying for any position within the School.

For further information please contact recruitment@jags.org.uk or call the recruitment team on 020 8693 1181.

Closing Date: Midday on Monday 21 September 2026

We recognise that celebrating the full diversity of staff and students has a positive impact on all and invite applications from candidates from all parts of the community.

To enable us to make any reasonable adjustments, please let us know when you submit your application whether you have any special requirements.

If you would like to request alternative application formats, please do get in touch with Recruitment at recruitment@jags.org.uk or 020 8693 1181.

If you would like to visit the school prior to applying, please contact the Recruitment Team via (recruitment@jags.org.uk) who will be able to arrange this.

Interviews may be held at any stage after applications are received. Interested candidates are advised to apply as soon as possible. We reserve the right to close this vacancy earlier than the specified deadline, if a suitable candidate is found.

JAGS is committed to the safeguarding and welfare of children and applicants must be willing to undergo child protection screening appropriate to this post, including checks with past employers, the Disclosure and Barring Service, and overseas police and regulatory authorities where relevant.

James Allen's Girls' School 144 East Dulwich Grove London SE22 8TE



James Allen's Girls' School

Ages 4-18

144 East Dulwich Grove, London SE22 8TE
Telephone: 020 8693 1181 • Email: enquiries@jags.org.uk
www.jags.org.uk