



Where young  
people are  
**known,  
valued &  
treasured**

# Digital Content Assistant Application Pack

Co-educational Independent School for ages 4-18 in St Albans





## Welcome to St Columba's College

St Columba's College is located 25 miles from Central London in the cathedral city of St Albans in Hertfordshire. The College is a thriving 4-18 independent co-educational day school, comprising a Prep School of approximately 220 pupils and a Senior School of 600 students, of whom 160 are in the Sixth Form.

St Columba's is an independent academic and aspirational school devoted to academic excellence and the holistic development of each individual child. It was established in 1955 by the Brothers of the Sacred Heart and is a Roman Catholic foundation based on the educational philosophy developed by its founder, Father André Coindre: to ensure a provision of education rooted in religious values, structured through friendly discipline, nurtured by personal attention, and committed to academic excellence. We are an integral part of a dynamic group of 12 schools located primarily across the United States.

Our Marketing Department is responsible for protecting and strengthening the St Columba's College brand, ensuring that all communications and photography are high quality, authentic and on-brand. We work to ensure that every message, photograph and interaction is aligned with the College's values, ethos and strategic priorities, delivering consistency across all platforms and touchpoints.

As a busy department, we support the wider College community by developing effective communications pieces, sharing the Columban story across our social media platforms, managing and curating content on our website, and supporting pupil recruitment across all sections of the College.

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Exemplary pastoral care + great teaching + emphasis on extracurricular = happy children reaching their potential.

The Good Schools Guide

**Job Title:** **Digital Content Assistant**

**Responsible to:** **Marketing Manager**

**Frequent Working Contact with:** **Students 4-18 years and the wider team.**

**Overall responsibility:** **Developing high quality content for our social media channels and website.**

**The Role:**

We are seeking a Digital Content Creator to join our Marketing team. This is an exciting opportunity to help showcase all that our school has to offer across multiple platforms.

This role helps to share the energy and spirit of our school community from classroom activities and co-curricular achievements to community events and success stories. The successful candidate will help plan, capture and create engaging content that brings life at St Columba's to our digital audiences.

**Key responsibilities:**

- Develop and manage creative social media campaigns that align with the marketing strategy across or Prep, Senior and Sixth Form.
- Capture and edit photo and video content for social media, website and digital advertising
- Write engaging copy that reflects the College's tone of voice
- Monitor engagement analytics and suggest ways to enhance performance
- Collaborate with colleagues, pupils and the wider community to source authentic stories and content
- Experience creating high quality content for our digital channels (Facebook, Instagram, LinkedIn and our website)
- Support Admissions with bespoke campaigns to drive awareness and recruitment
- Ensure brand guidelines are followed and tone of voice used across all campaigns

**Skills Required:**

- Able to work in a busy school environment
- A pro-active, motivated storyteller
- Skilled in photography, videography and editing
- Able to keep up to date with industry trends
- Strong written and communication skills
- Enthusiastic and able to collaborate with the wider college community and work with our young people
- Can work independently sourcing content to share with prospective and current parents
- Wordpress (desirable but not essential)
- Canva/Capcut/Indesign
- Photography qualification (desirable is but not essential)

## **Physical & Working Environment**

- Office-based
- Attendance at some key evening and weekend College events
- Lifting, carrying, bending and standing

## **Safeguarding Children**

The appointee's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he comes into contact will be to adhere to and ensure compliance with the School's Child Protection Policy at all times and to attend relevant safeguarding update training including off job and on line courses. If in the course of carrying out the duties of the post the appointee becomes aware of any actual or potential risk to the safety or welfare of children in the School s/he must report any concerns to the Designated Senior Leader and record on CPOMS.



## **The Role:**

### Appointment Details

- Term time plus one week (3 days) to be worked on GCSE and A Level results days in August and Open Day, plus 5 Inset Days. Attendance at the annual Columban Fayre is also required.
- Part-time, 21 hours per week, with core hours of work being 8.15 am to 4.15 pm inclusive of a one-hour unpaid lunch break. The actual working days can be discussed and agreed at interview. Flexibility will be required to ensure that the requirements of the role are fulfilled. Attendance will be required at some evening and weekend events throughout the year to support key College events.
- The starting salary will be dependent upon skills and experience.
- Free lunches and refreshments.
- Contributory Pension Scheme to which the College contributes 6%.
- Free car parking on site.
- Use of the College Fitness Suite outside of school hours.
- Access to confidential 24-hour counselling helpline.
- Cycle to Work and Tech Schemes.
- Eye Care Vouchers.
- Free annual flu vaccination.
- Support with continuing professional development.

It should be noted that a job description is non-contractual and is not an exhaustive list of activities, and employees may be asked to carry out other duties commensurate with the responsibility and seniority of the post. The job description may also be amended to take account of changed circumstances, and employees will be consulted if this is necessary.

### **Work with us**

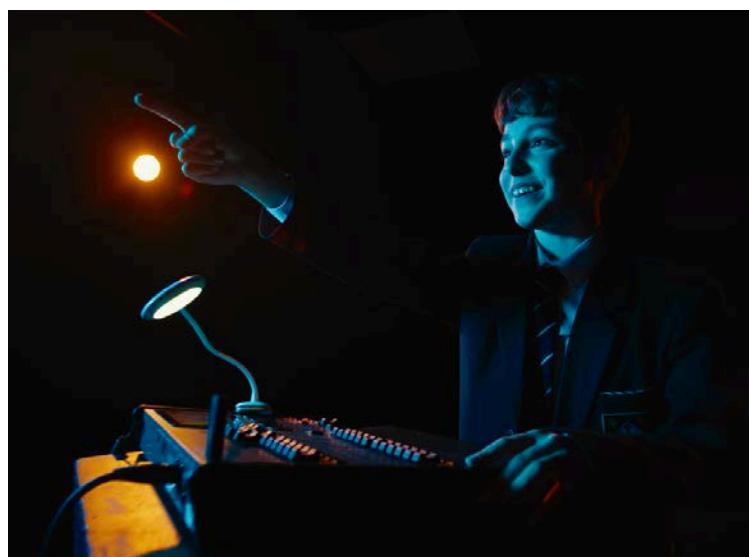
St Columba's is committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. Applicants will be required to undergo child protection screening appropriate to the post, including reference checks with past employers and the Disclosure and Barring Service.

If you wish to discuss this vacancy further, please contact Jackie Metcalfe, HR Manager, at [metcalfe.j@stcolumbascollege.org](mailto:metcalfe.j@stcolumbascollege.org) or on 01727 892095. To apply for this position, visit our website [stcolumbascollege.org](http://stcolumbascollege.org)

### **Application Process**

Closing date: 10am on Monday, 2<sup>nd</sup> February. Interviews will be held shortly afterwards.

Early applications are encouraged as we reserve the right to call suitable candidates to interview and to appoint prior to the closing date.





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St Columba's College is a Catholic Foundation of the Brothers of the Sacred Heart (US Province)