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Marketing and Content Producer
Application Pack

Principal's Introduction

Dear Candidate,

Thank you for your interest in working at ESA as a Marketing and Content Producer. This is a brilliant place to innovate, make and learn. Elstree Screen Arts, (formerly The Elstree UTC), opened in September 2013 and offers a unique education for students aged 14 to 19 specialising in behind the scenes multimedia production, digital technologies and the entertainment industry. We provide core academic education alongside technical, vocational learning designed to develop learners to be creative, innovative and reflective. We are also here to provide them with the necessary knowledge, skills and opportunities to be employed in the media industries where there is currently a substantial skills shortage.

This is a creative college full of vitality and enthusiasm. Our students are a credit to us and our campus is new and well resourced. Our staff are passionate and industry credible. ESA benefits from leading academic and industry partners and aims to be a centre of excellence and the national leader specialising in education for the entertainment, film, television, theatre, visual arts and digital communication industries. In September 2019 we received a section 5 inspection from Ofsted and were awarded a 'Good' rating in all categories.

Thank you again for your interest in being a part of the support team at ESA and working with the creative, curious learners we work for.

Yours faithfully



Chris Mitchell
Principal

Please note that references will be sought for all candidates prior to the interview.

Elstree Screen Arts is committed to safeguarding and promoting the welfare of children therefore all positions in the school will be subject to satisfactory Enhanced Disclosure and Barred Service Certificate.

To comply with the Asylum and Immigration Act 1998 (as amended by S147 of the Nationality and Immigration and Asylum Act 2002) all prospective employees will be required to supply evidence of eligibility to work in the UK.

Marketing Coordinator and Content Producer

This role has two primary functions. Firstly to create social and marketing materials and run the social media profiles, including website content, video and graphics and outgoing media communications, and secondly as a producer within our projects, partnerships and production team.

Elstree Screen Arts Academy is seeking to appoint an outstanding candidate to deliver the teaching of knowledge and skills necessary to work within the media industry or as a freelance content creator. This role offers an excellent opportunity for aspiring teachers, or those considering a future career in education or media production and training.

Job Description

Coordination of social media and marketing

Responsible to: Assistant Principal i/c of Marketing and Communications and Director of ESA Productions

Purpose: Working directly with the Assistant Principal and ESA Productions team to create relevant and engaging content as part of the marketing and communications strategy of ESA.

This role is critical to ensuring the external and internal profile of the College and you will work directly with the principal and the AP for media and communication to ensure the college is represented in a consistent manner in line with our values and our wider PR and Communications strategy.

Working directly with our Director of ESA productions your role will be to:

- Coordinate information and marketing posts across our social media channels
- Create content and copy for blog posts and website articles
- Write and send press packs and liaise with local media outlets
- Collate, analyse and prepare reports from information required by the marketing team such as student recruitment, social media engagement and event registration figures
- Coordinate marketing projects and activities
- Undertake background research on competitive institutions and the education market
- Market college external events including, shows, productions and open events
- Support with necessary Marketing and communications admin as appropriate
- To coordinate the planning, collation and publishing of the termly college news and information bulletin.
- Assist with the production of marketing material by sourcing images and proofreading text including the annual college prospectus.
- Organising photo opportunities.
- To assist faculty staff and senior leadership in the display of internal communications and information

Production Assistant and Content Producer

Responsible to: Assistant Principal i/c of Marketing and Communications and Director of ESA Productions

Purpose: To support our in house production company in the delivery of technical workshops, media productions such as showreels, marketing and promotional materials and to work alongside our partners and industry clients such as Apples and Snakes and the MOBO awards.

Working directly with our Director of ESA productions and the wider team your role will be to:

- Provide pre-production, production and post-production support to ESA Productions company.
- Stay up-to-date regarding technical aspects of production and post production and facilitate student productions alongside technical professionals.
- To support the delivery of courses, performances and productions within the ESA Curriculum offer and as part of the extended curriculum provision.
- To provide technical and creative support for staff and students in the delivery of the specialist subject and extended curriculum offer
- To provide technical support for performances and productions including rigging, operation, design, maintenance and repair
- To work with small groups or on a one-to-one basis with students in the theatre/studio/classroom and provide additional support in and out of lessons
- To provide technical support for staff and students with the use of the following resources/equipment:
 - Camera and Video editing equipment inc. Blackmagic cameras
 - Apple Mac / PC workstations and related software e.g. Adobe Creative Suite/DaVinci Resolve
 - Audio and Visual kit such as lights and mics
 - Publishing video and print media to disc and online platforms
- To support the recording of presentations and performances for examination and moderation purposes and the transfer to suitable media for playback and to support the archiving of students' work as necessary.
- To demonstrate and assist others in safe and effective use of specialist equipment and materials.

Person Specification

Key Skills

- Communication skills: As a marketing coordinator you will need a good command of written English including editing, proof reading and summary
- Oral communication will be excellent as you will be a point of contact with external agencies in addition to having to present ideas to and with others (including staff and students)
- Multi-tasking: The ability to multi-task and meet different deadlines with minimal supervision
- Digital content production skills: Proficiency in IT applications and the ability to develop skills in communications software (such as Microsoft Office, Google Suite and Adobe Creative Suite)
- Administrative and organisational skills: Marketing coordinators have to prioritise work and manage multiple tasks such as meetings, gathering information and generating social media

content, liaising with other professionals and keeping to event, production and marketing deadlines.

- Having a full UK drivers licence and car is desirable but not essential

Essential

- Will have a good standard of literacy and numeracy with a minimum of 'C' grade GCSE in Maths and English
- Good knowledge of the Google Suite - Docs, slides, sheets, etc.
- Good camera and photo editing skills using Adobe suite
- Social media knowledge, including use of a socials managing system
- Equally able to work independently and as part of a team
- A structured and methodical approach to tasks with keen attention to detail
- Excellent communication skills (both verbal and written)
- Strong organisational skills
- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person
- Be aware of and support differences and ensure equal opportunities for all
- Contribute to the overall ethos/work/aims of the college
- Establish constructive relationships and communicate with other agencies/professionals in a professional manner
- Appreciate and support the role of other professionals
- Participate in training and other learning activities and performance development as required
- Enthusiastic, resilient and able to retain a sense of humour
- Effective interpersonal skills.
- Adaptability.

Desirable

- Will have knowledge and experience of working in marketing, content creation or business administration
- Will have a film or media communications related degree or professional training
- Will have some knowledge of Premiere Pro/DaVinci Resolve editing software
- Will have experience supporting and working with young people

How To Apply

To apply, please visit our Times Educational Supplement recruitment page:
<https://www.tes.com/jobs/employer/-1065566>. Complete the online application and submit.

We will be in touch shortly after your application has been received.

Please visit <https://esaacademy.org/work-at-esa> for further information about working with us at Elstree Screen Arts.

About Us

ESA (formerly EUTC) was opened in September 2013, as a comprehensive 14-19 college, to provide specialist education within the creative media arts. We have established ourselves as a learning centre that offers a different approach to mainstream education for young people who share our passion for the creative media arts and culture industries. In September 2019 we were awarded a 'Good' rating in all categories by Ofsted.

The college aims to create an environment in which our students can achieve their maximum potential. Through high expectations and individualised challenge we prepare our students to become consummate professionals in the creative technology sector. The college currently has 400 students on roll. Approximately 200 are aged 14 - 16 with the rest being part of our sixth form. Students come from all walks of life and share a passion for what we do at the college creating a compassionate and cohesive cohort of young people.

The successful candidate will join our small, friendly and supportive team of experienced staff. The school offers excellent opportunities for CPD and we have previously offered successful teacher training programmes (through Schools Direct, provided by our university partner), a great starting point for candidates looking to gain Qualified Teacher Status in the future.



Learn more about our college: visit us at <https://esaacademy.org/> for all the latest news and events.

Head over to our [YouTube](#) channel to check out the content produced by our students and in-house production company 'ESA Productions'.

Visit our [Instagram](#) account for behind-the-scenes images from the ESA campus.

Follow our [Twitter](#) and [Facebook](#) accounts.