



KING'S COLLEGE SCHOOL
WIMBLEDON



CONTENT CREATOR

Information for prospective staff



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THE ROLE

Reporting to: Marketing Manager

We are seeking to appoint a Content Creator to support the Marketing team who will plan and deliver high quality content which meets the school's needs.

Purpose of role and fit in team

Key objectives:

- To create compelling visuals - photography, videos, graphics - and social media content – reels, gifs etc - which communicate life at King's, the special quality of our community and our values, which can be used across different departments and platforms (including the website, social media, for brochures/publications, events and for internal communications and presentations)
- To consistently capture, showcase and celebrate all that makes King's special, across all School year groups and departments – Junior and Senior schools - including day-to-day school life, our community successes, and all the inspiring and engaging activities and events that take place throughout the school year (during the school day and occasionally some evenings) – and work closely with the Communications Manager and Marketing Manager to ensure they have the content they need to disseminate across our owned-platforms
- To work with Senior Graphic Designer and Marketing Manager to ensure that all visual content is created and edited to underpin our brand, key strategic messages/our vision and values messaging, and is always appropriately balanced across departments
- To ensure consistency of tone and style throughout all our visual and social media content – developing and

delivering a unique visual imagery and identity for King's – one that resonates with warmth and intellect and is always underpinned with the highest quality feel and tone

Key roles and responsibilities/activities:

- Supporting the team – Director of Communications, Admissions and Marketing, Communications Manager, Senior Graphic Designer and Marketing Manager
- Plan and produce high quality content – photographs, short form or long form video content, graphics, social media posts etc - in a variety of environments where there is only one opportunity to get the right shot. Always create content with a view to ensuring they fit (size and tone) for different uses (social media, website, e-news, digital prospectus, school magazine, video sharing platforms). This will include taking photography and video content that:
 - celebrates and records major school events and activities
 - captures school life on campus throughout the year
 - unplanned shots of happy pupils and staff in-situ, and opportune shots of teaching or activities in action that portray the standard of excellence for which King's is renowned, the squirrels that take over the site before and after pupils are here. These could be used in promotional videos or end of term summaries
 - supports and impresses prospective parents – via planned photographs and videos for use for admissions activities (for web/brochures/digital prospectuses - including output such as a regular programme of staff / pupil talking head videos)



THE ROLE (continued)

- When needed, to create and agree story boards and photography briefs to ensure internal shoots are always professionally organised – for the staff body to be clear on what is needed and what the outcomes will be.
- Where needed to brief and work with external specialist suppliers e.g. Drama and Sports photographers etc (in conjunction with the Marketing Manager and Senior Graphic Designer) to ensure all professional photography/videography is in-line with the school's values and fits the marketing department's needs
- To undertake any image editing required (from own footage, and that of materials given to the marketing department from other members staff from across the school) to ensure and maintain high quality visual content is used at all times
- Where possible, to work with/support the Senior Graphic Designer in creating, artworking and overseeing the output of print and digital assets used across the school
- Ensuring all photographic permissions / GDPR compliance are understood, kept up to date and are handled sensitively when taking photos and footage of pupils. Full awareness of the protocols and sensitivity of taking photographs of children, families and visiting dignitaries
- To also ensure that all image copywrite laws are abided by for any images provided to, or sourced by the school for use?
- Clearly and effectively storing all photography and visual collateral and circulating it quickly (often on the same day) to the rest of the marcomms team or more widely across the school (including the School's archivist), to ensure news can be celebrated both in a timely fashion, and for years to come
- If developed in the future – support with and contribute to the development of audio visual content e.g. podcasts and voice over assets, drone footage and livestreaming of events
- Work with pupils to ensure student voice is heard and represented in the school's visual imagery
- Any other duty which may be reasonably requested by the line manager



THE PERSON

The successful candidate will:

- have strong collaboration and communication skills and be happy to work autonomously and within a team
- have good technical knowledge of photography and videography, graphics, animation, and the social media platforms utilised by King's (Instagram, Facebook, X, LinkedIn etc) and be comfortable storyboarding, planning, shooting, editing
- have excellent postproduction skills, technical and camera systems knowledge
- understand Multimedia Copyright and Licencing
- be familiar with Adobe Premiere Pro, After Effects and have InDesign and Illustrator competence as well as Canva and Photoshop
- have photo editing and light room experience is highly desirable
- have experience of live-streaming events and drone filming would also be advantageous, but this could be developed with training on the job if necessary

Essential:

- **Photography skills**
 - the ability to use a camera, take engaging photographs and an eye for identifying and selecting a good picture
 - ideally to be able to competently take different styles of photography – including reportage and more formal/staged shots as required – at all times putting

pupils and our community at ease

- skills using Adobe Photoshop or other Adobe programs (or similar) and an understanding (and desire) to (where appropriate and needed) enhance photographs to be high quality and engaging
- **Videography and video editing skills**
 - the ability to plan, direct and film engaging and effective video content
 - using the equipment and editing software the school has such as iMovie, Premier Pro etc.
 - sourcing, selecting and using appropriate music (when needed)
- **Social media skills**
 - the ability to plan and create engaging and effective social media content
 - the ability to monitor and increase engagement and suggest suitable responses when relevant
 - the ability to use social media analytics and use them to inform future content creation and strategy
- **Creative artworking skills**
 - working across print and digital, adapting design assets, ensuring brand consistency and high quality output. Skills using InDesign, Illustrator and Photoshop
- **Friendly and professional in approach** with strong interpersonal and communications skills and an ability to develop effective relationships with all staff across the school – teaching and support. To be able to plan, direct, and take visual content in the least disruptive way, which adds to school life, rather than hinders it



THE PERSON (continued)

- A confident **self-starter** with the ability to be **highly organised**, able to both prioritise and work flexibly when something new emerges (as often happens with pupil successes). The ability to **deliver quality work on tight deadlines** is essential – with same day edits required regularly
- Having a **keen eye for detail** – to relish the ongoing challenge of ensuring quality, compelling imagery is taken – being able to simultaneously relax pupils to take a lovely shot, whilst also seeing (and correcting) the crooked ties or untucked shirts, and to move away from the detracting backgrounds
- **Flexibility** – working days and weeks will vary with some evening work and weekends

Desirable:

- Knowledge of social media channels and trends/ influences in digital marketing – which impact how visual imagery can or could be developed or used.
- Experience of drone photography – drone licence or ability to get one would be advantageous
- Understanding of website management & SEO
- School based experience, or understanding, is an advantage.
- May have some experience working in a media or marketing environment.
- A desire to feed back into the education of our pupils – offering to support/run a lunchtime club to develop future photographers/videographers and to

- harness their skills as 'pupil photographers'.
- Educated to a degree level (or equivalent), or a demonstratable knowledge of training or CPD.

This is an exciting new position and would suit a recent graduate (of a relevant course) who is looking for a first job to gain quality professional experience with the highly regarded and respected global brand.

TERMS AND CONDITIONS

- Required from early January 2024
- Salary: £30,167 per annum
- Working pattern: 8.30am – 5pm Monday to Friday with half an hour for lunch (School lunches are provided during term-time) with some evening and weekend work involved. Working on site during term time, with remote working option in school holidays.
- 25 days' annual paid holiday plus statutory English public holidays
- Contributory support staff pension scheme – employees are eligible to join after 3 months' service with a 10% employer contribution / 5% employee contribution
- Programme of staff health benefits including membership of the King's Sports Club (pool, classes, gym etc)



APPLICATION PROCESS

To apply for this role, please register your details online via our website www.kcs.org.uk (under useful information / career opportunities). Once you have registered your details with us, you can apply for vacancies by logging into the candidate area using your email address and chosen password. Please provide a covering letter addressed to Dr Anne Cotton, Head.

Closing date: Monday 6th November 2023 at 9am

Interviews details to be confirmed

Interviews may be staged and we may choose to appoint at any time during the application process.

PLEASE NOTE:

This job description is indicative of the nature and level of responsibilities associated with this post. It is not intended to be exhaustive, other tasks and responsibilities may be allocated as necessary from time to time.

The school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Applicants will be required to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.



THE SCHOOL

King's College School is an independent day school for boys aged 7-18 and girls aged 16-18. Founded in 1829 by Royal Charter, King's is a school of almost 1,500 pupils, including approximately 300 boys in the junior school, located in one of the most attractive and peaceful parts of London. There are over 240 staff in the two common rooms and approximately 160 non-teaching staff.

King's prides itself on being a forward-thinking and innovative school. As well as being a very successful International Baccalaureate school, we offer pupils the opportunity to study from a wide A level curriculum and to engage with our family of schools abroad. We accept boys at the age of 11 into year 7 of the senior school from both primary and prep schools, as well as our own junior school. We also continue to offer the 13+ entry into our fourth form (year 9), and around 60 girls join the school each year at 16 to study in our sixth form. A £50m master plan was recently completed that has renewed and replaced major facilities across the campus.

At King's, colleagues, parents, and pupils work together in a warm and supportive atmosphere to help every child achieve their full potential. We are committed to creating an inclusive culture where every member of our community has the right to be known and respected as their authentic self, and the experiences of all pupils are as positive as they can be. We have a director of equality, diversity and inclusivity who spearheads our equality and inclusion agenda in all its forms.

Academically, King's is consistently placed within the top five schools in national league tables. In 2022 (the most recent year when exams have taken place), 68% of all sixth form

grades were awarded A* at A level or 7 at IB Higher Level and over 90% of all GCSEs were graded 9/8 (A* equivalent). Over 300 boys and girls have won places at Oxbridge in the last seven years, with over 90% of pupils achieving their first choice university offer.

Our approach at all levels encourages pupils to look beyond academic excellence, as the vibrant success of our drama, music and games departments indicates. We are fully committed to the CCF, the DofE Award Scheme, and partnership work with over 30 local maintained schools, encompassing community projects involving large numbers of King's pupils on Friday afternoons.

King's has a history of enabling bright young minds from every background to access the school, and financial assistance of up to 100% of tuition fees and up to 100% of other costs is available. Admitting boys aged 11 directly into the senior school since September 2016 has afforded access from a wider range of family backgrounds and we have raised significant bursary funds to support the 11+ senior school entry, which includes income from our sister and partner schools in China, Bangkok and Monaco.

Alumni of the school include poet and painter Dante Gabriel Rossetti, actors Khalid Abdalla and Ben Barnes, theatre director Christopher Luscombe, musicians Marcus Mumford (Mumford & Sons) and Dan Smith (Bastille), and policy advisor Devina Banerjee who was awarded an MBE recently for her work in the UK Vaccine Task Force.



WORKING AT KING'S

King's is a vibrant and energetic community to be part of. There is an atmosphere of kindness, cooperation and trust. There is a "can-do" attitude amongst the staff body, coupled with high levels of emotional intelligence, good humour and mutual support. Our staff believe that King's truly is an excellent place to work, epitomised by the results of our 2018 staff survey in which 100% of staff stated that they enjoyed their job.

Support staff at King's maintain high professional standards. They work within clearly structured departments but also collaboratively with other departments and with teaching staff. There are termly meetings for the whole support staff, which are complemented by bespoke training sessions. Individual staff members who wish to enhance their professional development are supported.

Whilst there are high expectations of support staff, they receive rewards for their efforts:

- Health care provision
 - Shuttle buses from Wimbledon station
 - Travel loans
 - 25% fee remission (for children of staff members who meet the academic criteria) pro rata
- Salary well above London and national averages
 - 25 days' holiday per annum plus English statutory public holidays
 - Contributory support staff pension scheme employees are eligible to join after 3 months' service with a 10% employer contribution / 5% employee contribution



INCLUSION AT KING'S

At King's we are committed to creating an inclusive culture where every member of our community has the right to be known and respected as their authentic self, regardless of race, ethnicity, religion, gender, sexual orientation or disability. This inclusive approach will be genuinely upheld if day by day each of us helps to create a compassionate and supportive environment, one in which each individual feels valued, able to be themselves and are free from any form of intimidation. We do not accept any form of discrimination and will demonstrate this in our behaviours, in the way that we view and treat others and the way that we challenge inequality and discrimination as active and supportive bystanders and allies.

We recognise that discrimination, inequality and exclusion are an issue at all levels in society, and that all institutions must proactively strive to address these issues. To do this, all members of our community recognise that we are responsible for our words and actions. We understand that we are all on a journey and will learn from our mistakes. If conversations are uncomfortable, we will enter them with kindness and an open mind. We celebrate diversity and seek to learn from experiences and perspectives which are not our own. We call out behaviour which is unkind, discriminatory or disrespectful. We understand that all forms of behaviour, whether in person, at school, or in the

virtual world, should be compassionate and rooted in kindness, civility and respect. We appreciate that each member of our community has different circumstances and we endeavour to allocate the resources and opportunities needed to help everyone to thrive and feel a strong sense of belonging.

Further information about equality, diversity and inclusivity at King's is available on our website at <https://www.kcs.org.uk/equality-diversity-and-inclusivity-at-kings>

King's College School is fully committed to the principles of equality, diversity and inclusivity in its recruitment of teaching and support staff.

WORKING AT KING'S - STAFF PROFILES



"Since joining King's in 2019, I can say that this is a fantastic school that supports staff, as well as students to their highest standard. There have been many opportunities for me to grow within the IT department. Everyone I have come across at King's has been extremely helpful and welcoming. I feel honoured to work here"

- Mr Dixon
IT Helpdesk Manager



"I joined the HR department here at Kings in 2008 and I can't imagine working anywhere else. My role is varied and I really enjoy that no two days are the same. I feel very privileged to work with so many amazing people in such a beautiful school. Everyone wants King's to succeed and I am often amazed at the camaraderie that everyone shows on a regular basis."

- Mrs Pearson
HR and Training Officer



"Joining King's in 2006, my role as team leader, Science Department, is to oversee the operational functioning of the laboratories. As a team of six technicians our primary remit is to deliver a range of practicals to support teaching excellence across all science disciplines. My career at King's has been rewarding in so many ways but a particular highlight has been the re-design of a modern, multi-functional central prep room - this has transformed the way the team communicate, share our varied skills and manage a busy workload."

- Mrs Danckwerts
Team Leader - Science Technicians



"I've been working at King's College School since 2016. It is an outstanding school that offers our students so many opportunities. Working at King's College School is a great opportunity to gain experience, meet wonderful people and expand your horizons to the world."

**- Mr Laska
Porter**



LIVING AND WORKING IN WIMBLEDON

Wimbledon is famous for its annual Grand Slam tennis tournament, but that is not the only thing that makes living and working in Wimbledon an attractive proposition.

The area is one of the safest parts of London and provides a wonderful mix of town and Village life. The streets are bustling and lined with bars, restaurants and shops. The charming children's Polka Theatre is situated in the centre of Wimbledon and a new stadium for AFC Wimbledon has recently opened just a short drive away. King's is located on the edge of Wimbledon Common, at the beginning of one of the largest areas of green, recreational space in the whole of London. The Common, which extends to Richmond Park, is home to a 19th century windmill and an Iron Age fort.

One of the best things about working in Wimbledon is its connectivity. Wimbledon station is located in zone 3, approximately 10 minutes from Clapham Junction and 20 minutes from London Waterloo. There are regular trains to numerous destinations, including Kingston, Epsom and Richmond. Wimbledon can also be reached by tube, via the District line, and by tram, which connects to places such as Croydon and Beckenham. King's is also in a convenient location for road users, with its proximity to the A3 providing an excellent link to the M25.

Although property prices are high in and around Wimbledon Village, there are affordable options a little further away. Many staff choose to live in Central and South Wimbledon or Raynes Park, which is a 15 minute walk from King's. Other nearby options include Motspur Park, Worcester Park, Clapham, Tooting and Earlsfield but plenty of colleagues prefer to commute from Surrey, where Esher, Epsom and Ashstead are popular choices.



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