

Job Description

Job title: Visual Content Creator

Reports to: Marketing Manager

Location: Leigh Academies Trust

Responsibilities

- To capture and edit engaging visual content (photography and video) which aligns with the marketing team's objectives to successfully promote our academies and internal departments.
- Respond to customer requests to book in pre-production consultations and plan/storyboard to prepare for the capture of inspiring content as appropriate.
- Guide academies and staff, using your expertise to provide advice on best practices for their content depending on the intended use (e.g. selfie-style for social media or full-scale production).
- Manage your workload, prioritising and communicating any delivery concerns to the Marketing Manager/Project Manager as appropriate to ensure completion to project deadlines, and provide professional and timely responses to customers regarding progress with their request.
- Ensure photo and video files are filed correctly and in accordance with data compliance requirements, including maintaining a full register of student images.
- Capture and upload images from academy 360 tours to our 360 image stitching software (following inhouse training) and share with academy for input prior to sharing with Web team for upload.
- Upload media content to LAT YouTube, 'Vimeo', and share with the Web team for upload as required.
- Assist with other tasks as required to support the Marketing team.

Person Specification/Experience

- Confident leading/directing a shoot to achieve the best possible outcome in terms of visual content.
- Proven experience producing visually engaging imagery for social media and other digital platforms.
- Highly proficient in the capture of photography and videography (equipment will be provided).
- Strong photo and video editing skills.
- Excellent organisational skills and the ability to manage multiple tasks simultaneously.
- The ability to work independently and as part of a team.
- An understanding of visual design principles would be beneficial to the role.
- A passion for social media and the tracking of video views/retention data to inform future campaigns would be advantageous.

Safeguarding of students and Duty of care

All staff, regardless of role, level of seniority and location, have a responsibility to ensure the highest levels of safeguarding and promoting the welfare of our pupils, and we expect all our staff and volunteers to share this commitment. We must collectively create an environment where children feel safe to learn, play, and grow. Children should feel comfortable in their surroundings and know that they can approach any responsible adult with any problems or concerns.

All staff must be able to identify any children who are at risk of harm, and know the characteristics of abuse or neglect. If you suspect or confirm harm then it's essential you know what actions to take.

Annual safeguarding training is offered to all staff at Leigh Academies Trust, and it is the staff member's responsibility to be aware of the most up to date guidance documented in the [Keeping Children Safe in Education](#) document (Department of Education).

Notes

The job description allocates duties and responsibilities but does not direct the particular amount of time to be spent on carrying them out and no part of it may be so construed. This job description is not necessarily a comprehensive definition of the post. It will be reviewed at least once a year and may be subject to modification or amendment at any time after consultation with the holder of the post.

The duties may be varied to meet the changing demands of the academy/business unit at the reasonable discretion of the Principal/Director. This job description does not form part of the contract of employment. It describes the way the post-holder is expected and required to perform and complete the particular duties as set out in the foregoing.