



TONBRIDGE
SCHOOL

DIGITAL CONTENT CREATOR



THE DEPARTMENT

The Marketing and Communications Department plays a key role in promoting and protecting the reputation of Tonbridge School. The department serves both internal and external audiences, providing strategic support and creative direction across all areas of marketing and communication.

The Department is responsible for the development and delivery of consistent, high-quality content across print, digital, and social media platforms. Collectively, this material showcases the values, achievements, and community life of the School. The Department also oversees brand management, media relations, advertising, photography and video production, as well as a range of publications and marketing campaigns throughout the year.

Working collaboratively with departments across the School, the Marketing and Communications Department ensures that all messaging reflects Tonbridge's commitment to excellence, innovation, and the development of well-rounded young people.



JOB DESCRIPTION

Job Title	Digital Content Creator
Reporting to	Digital Marketing Manager
Main Purpose	To support the capture and delivery of digital content for Tonbridge School and the wider Tonbridge Group, including photography and video across all platforms.

MAIN DUTIES

Photography and videography

- Capture high-quality images of day-to-day life at the School, including events, sporting matches and important calendar dates.
- Capture video of day-to-day life at the School for social media and promotional films.
- Develop a bank of b-roll for ongoing video production projects.
- Organise all imagery and footage into Digital Asset Management software.
- Work alongside the Digital Marketing Manager to develop creative and innovative video marketing campaigns.

Editing and content creation

- Edit long-form content to create showreels for social media, website and specific campaigns.
- Colour Grade and edit photography as required.

General

- To undertake any reasonable request or other related duties as required by your Line Manager.

CONFIDENTIALITY

The successful candidate must maintain the confidentiality of information regarding the School, its staff and its business. Information must not be communicated to other persons in or outside the School except in the recognised course of their duties.

CHILD PROTECTION

The post-holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom he or she is responsible, or with whom he or she comes into contact will be to adhere to and always ensure compliance with the School's Safeguarding and Child Protections Policy. If in the course of carrying out the duties of the post the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in our Schools he or she must report their concerns to the Designated Safeguarding Lead or to the Headmaster.

PERSON SPECIFICATION

Experience and Knowledge

Essential

- Knowledge and previous experience in photography and videography, including lighting, sound, colour grading, working to a photography brief and framing.
- Demonstrable evidence of past work and projects.
- An understanding of the importance of brand identity and its consistency across all media.
- An understanding of business development marketing strategies.
- An understanding of what first-class marketing and communications looks like.

Desirable

- Proficiency in graphic design is a benefit, including experience using tools such as Adobe InDesign, to support the creation of digital and print assets aligned with the School's brand.
- A qualification in photography, video production or film making.
- A Marketing and/or Media qualification would be preferable, but not essential.
- An appreciation of the principles and practices of marketing in the independent education sector.
- Awareness of the broader issues involved in working within an educational environment.

Skills and Abilities

- Strong communication and interpersonal skills, with the ability to interpret briefs and liaise with colleagues and boys confidently.
- A strong creative eye and an understanding of what constitutes engaging content.
- A positive and 'can do' attitude with excellent administration and organisation skills.
- Ability to edit videos, both short and long form.
- A keen eye for visual storytelling and attention to detail in both shooting and post-production.
- Excellent verbal and written communication skills.
- Fully computer literate and confident with various computer systems with proficiency in using the Adobe Creative Suite (Photoshop, Premiere Pro and Lightroom) or other video editing software.
- Ability to work to strict schedules and deadlines.
- The ability to work collaboratively with others and contribute to a positive team culture.

Personal Attributes

- Team player with willingness to support others in their roles.
- A commitment to excellence.
- Efficient, well organised, with a flexible and professional approach, and a good sense of humour.
- Reliable, honest and trustworthy.
- Hardworking, dependable, punctual and professional in approach to work.
- Self-motivated with the ability to prioritise tasks, work under pressure and on own initiative.
- Flexible in terms of working hours as some weekend and evening work will be required.

HOURS OF WORK

This is a full time, all-year-round post of 37.5 hours per week, nominally Monday to Friday from 9am to 5.30pm, with a 1-hour unpaid lunch break.

There will be a requirement to work some Saturday mornings and weekday evenings to support School events (e.g. Open Mornings).

REMUNERATION AND BENEFITS

Competitive salary dependant on skills and experience, plus benefits package including:

- Pension scheme
- Generous annual leave plus statutory bank holidays
- CPD opportunities
- Opportunities for development and progression
- Lunch provided free of cost during term time
- Staff fee remission
- Staff car parking
- Subsidised Sports Centre membership (staff rates)
- Subsidised EMF Theatre tickets (selected performances)
- Membership of the School Library

Tonbridge School is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to any post, including checks with past employers and the Disclosure and Barring Service

APPLICATION PROCESS

SUBMITTING AN APPLICATION

Full details and an application pack may be found at

<https://www.tonbridge-school.co.uk/jobs>

Apply via our online application form or, send your completed application form to:

hrdept@tonbridge-school.org

01732 365555

Applications forms should be completed in full attaching a current cv.

Closing Date: Friday 20 June at 12 noon

We reserve the right to interview and appoint prior to the closing date for applications, so early applications are encouraged.



**TONBRIDGE
ONLY CONNECT**

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TONBRIDGE-SCHOOL.CO.UK

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The information contained in the brochure is accurate at the time of going to press