



CHELtenham
PREP SCHOOL

Content Creator

Cheltenham College and Cheltenham College Prep School

Cheltenham College is an independent boarding school located in the heart of Cheltenham and consists of two inter-dependent fee-paying schools within a single executive structure. [College \(13-18\)](#), is predominantly a boarding school of some 730 pupils. [The Prep School \(3-13\)](#) is largely a day school of around 440 pupils. Both schools are co-educational and have strong academic records and a reputation for sport, drama and music.

The Department

The Marketing Department delivers the marketing function for all aspects of Cheltenham College and Cheltenham Prep and its related businesses. This post is specifically responsible for content creation to promote Cheltenham College.

The Post

Reporting to the Director of Marketing and Communications, the Content Creator is the story-teller for Cheltenham College - delivering daily content for our social media, website and publications that showcases all the aspects of school life at the Prep School and College in a way that resonates personally with our audiences.

Main responsibilities

Content creation

- Develop high-quality, timely and appropriate content for the Prep School and College – to tell the story of Cheltenham College to our audiences
- Spend time at the Prep School and College each week gathering content for stories to feed communication channels (including social media)
- Ensure all content is in line with our branding, voice and messaging
- Working with Marketing Manager on delivering content and imagery for campaigns
- Deliver images for the College's annual publication, *The Cheltonian*
- Create the Prep School Yearbook working with freelance designer
- Schedule the videos and photos with our in-house videographer and freelance photographer each week
- Liaise with teaching staff, Admissions and the Marketing Team on content creation and what activities in the schools need to be captured

Social Media

- Manage Cheltenham College's and The Cheltonian Society's social media channels including correspondence
- Schedule regular and timely posts to all social media channels
- Monitor trends in social media and ensure content is published and tailored accordingly

- Monitor activity on our social media channels and regularly report to the Marketing team on engagement and activity
- Continually review, assess and explore new technologies for their suitability to ensure our digital marketing is highly effective

Digital communications

- Manage updates for content and imagery to Cheltenham College's website and ensure information and images are accurate and current
- Deliver and upload content and imagery to third party directories and agents as requested
- Work with the Marketing Team on whole school website processes and changes

Parent Communication

- Create and issue the weekly newsletters to parents for the Prep School and College
- Support other staff members on creating external facing documents as needed to ensure branding and high-quality imagery and presentation.

Person Specification

Essential skills/qualities

- Proven experience in social media content creation and management
- An understanding of what relates to our audiences (and increases followers) whilst remaining true to our brand and messaging
- Excellent organisational and project management skills with a can-do attitude and the ability to work to tight turnarounds and prioritise workloads
- Strong relationship management skills and the ability to engage with diverse audiences
- Outstanding attention to detail and a high level of accuracy
- Excellent copy writing, editing and grammar skills, with the ability to adapt style and create compelling messages accurately and effectively.

Experience in the UK independent school sector would be highly desirable.

Terms and Conditions

- Full time permanent contract of 37.5 hours
- Content Creator Grade D/E with a salary of £26k to £28k (dependent on experience)
- School lunch (during term time).
- Use of College sport facilities
- Onsite parking
- Pension scheme (subject to satisfactory completion of probation).
- Subsidised health scheme membership (Benenden).