

**EDUCATION
FOR
INDUSTRY
GROUP**

JOB DESCRIPTION PACK 2024

DIGITAL CONTENT EDITOR

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CAREER
STARTS HERE**

[JOBS AT THE EFI](#)

Job Title:	Digital Content Editor
Division:	Education for Industry Group (EFI)
Level:	Officer
Accountable to:	Media Manager
Key relationships:	Marketing Team, Curriculum Team, Registry Team, all internal staff (academic and administrative staff), external agencies and retail brands
Grade:	Officer Grade
Hours:	Permanent Contract Full-Time
Location	Electra House, Liverpool Street - London

About Education for Industry Group (EFI)

Education for Industry Group (EFI) is a charity that specialises in the creation and operation of industry-led specialist education & training, and its full ecosystem to deliver highly-skilled, job-ready graduates to the sectors it serves. With a mission to transform lives, careers and industry through the creation and delivery of specialist education and training.

Our brands are united by a common goal to create and deliver outstanding vocational and academic education in partnership with industry, each division operates independently while accessing centralised functions across Marketing, Finance, Operations and Student Services.

Our current brands include:

	Born out of the industry in 2005 we are an Ofsted Outstanding specialist industry-led college that forecasts and meets the talent pipeline needs of fashion and retail industry.
	Created in 1997 and acquired by EFI Group in 2024, we are an Ofsted Good specialist college that meets the talent need of the beauty industry.
	Specialist workforce development training provider offering customisable in-service training and development including Apprenticeships. Ofsted Outstanding.
	Founded in 2019 we are End Point Assessment and qualification development specialists.

The job description should not be regarded as exclusive or exhaustive. It is intended to be a summary outline of the current areas of activity, and it may be subject to modification from time to time as necessitated by the changing needs of the EFI.

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Education For Industry was established in 2024 with a clear-cut objective: to reshape lives, careers, and industries through specialised educational training. Our belief is rooted in the notion that industry-specific education fosters seamless connections between individuals and businesses, driving efficiency like no other.

With a proud alumni network exceeding 20,000 graduates across various sectors including fashion, retail, beauty, and hairdressing, we've been instrumental in nurturing top-tier talent. Our partnerships with esteemed brands ensure that our curriculum is enriched with real-world industry insights, enhancing the learning experience.

At Education for Industry, we are staunch advocates of inclusive education, firmly believing that everyone deserves access to opportunities, irrespective of background or circumstances. We are committed to breaking down barriers, promoting equality, and ensuring fair access for all students. Our core mission revolves around enhancing student engagement, retention, and progression, driving us forward with unwavering dedication.

About the role

The EFI Group is undergoing a period of significant growth and change, which will include the launch of multiple new deliveries, brand extensions and revenue generating business streams, with business development becoming a significant focus. The Digital Content Editor will play a crucial part in helping us achieve these ambitious growth targets for the FRA, LCBT, EFI Training and EFI Awards.

Working within the Marketing and Sales team, alongside the other Digital Content Editors, Marketing Assistant, and the Media Manager, as well as liaising closely with our Curriculum and Registry teams, you will be responsible for producing the group's video promotional materials. We are looking for someone to support with planning, shooting, and editing a wide variety of video content for our advertising. Including helping to grow our LCBT TikTok in its first year as part of the EFI. You will also be producing content for internal comms and organic posting. We are looking for a candidate who has knowledge and passion for filming and editing video, as well as an understanding of social media platforms. A strong knowledge of Photoshop is desirable, but not essential. You will need an understanding of the fashion and beauty industry and the courses we offer across both colleges to generate relevant, engaging content and campaigns.

Key Accountabilities

- Within the media team, collaborate with the other Digital Content Editors on end to end production including filming, editing and delivery of video content for the FRA, LCBT, EFIT and EFI Awards to increase awareness.
- Within the media team, support with script building for interviews.
- Within the media team, brainstorm and contribute to idea generation for creative output.
- Support in producing videos for all brands Tiktok.

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Key Responsibilities

- Work with the Media Manager and other Digital Content Editor to A/B test different creative to understand what works best for the brand.
- Create consistent video content for all multi-channel campaigns, online and OOH.
- Design and support producing content to drive conversion from application to enrolment.
- Interview students, staff and external guests for content.
- Build positive on-going relationships with current students, alumni, curriculum staff and retailers in order to generate content ideas.
- Film off-site at locations around the UK as requested.
- Assist with the management of social media when needed with hosting live events and scheduling content on platforms such as Instagram, Facebook and TikTok.
- Maintain brand tone and guidelines across all marketing assets and sustain brand look and feel.
- Assisting with internal and external events where necessary, as well as open days and enrolment.
- Assist with on-going market research and analysis related to video production.

In line with all staff

- To always act in the interests of the EFI
- To support the delivery of the EFI's strategy as it relates to this post
- To perform any other duties consistent with this position as may from time to time be assigned to you by the CEO and Principal or its designate, or as may reasonably be required anywhere within the EFI
- To be committed to your own development through the effective use of the EFI's performance review and staff development processes
- To work collaboratively with the wider business and support the work of the curriculum delivery, professional services and support functions teams as may reasonably be required in the delivery of the EFI's strategic plans
- **Safeguarding.** Always comply with the EFI's safeguarding policy and play an active role in maintaining and promoting students' safety, security and well-being in their learning environment
- **Equality and diversity.** To be committed, adhere to and always promote the EFI'S Equality and Diversity policy
- **Health and Safety.** Comply with and raise awareness of health and safety in line with EFI policy and procedures
- **Data Protection.** To understand your own responsibilities, be committed to and comply with all EFI's policies, procedures and guidelines with respect to the collection, processing, storing and sharing of all personal information as it relates to this position to comply with the GDPR

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Person Specification

Criteria	Essential
Qualifications	<ul style="list-style-type: none"> ▪ A relevant professional qualification or proven history of filming and/or editing. ▪ A knowledge of motion gfx is ideal
Knowledge	<ul style="list-style-type: none"> ▪ Strong knowledge on Premier Pro and After Effects ▪ Strong knowledge of sound mixing and colour grading ▪ Knowledge of social media platforms, specifically TikTok ▪ Good knowledge of how to interview for marketing purposes – be able to make people feel at ease on camera ▪ An interest in fashion and beauty is ideal
Experience	<ul style="list-style-type: none"> ▪ Previous experience creating digital content/film and editing.
Skills	<ul style="list-style-type: none"> ▪ Ability to work under pressure and to tight deadlines. ▪ Can multi-task and prioritise. ▪ Ability to work within a team and on own initiative. ▪ Confident building and maintaining relationships with key stakeholders. ▪ Excellent communication and interpersonal skills. ▪ Copywriting and proofreading skills. ▪ Proficient using the latest versions of, Microsoft Word, Excel and PowerPoint. ▪ Confident using Adobe Creative Suite (Photoshop, InDesign and Illustrator).
Personal Characteristics	<ul style="list-style-type: none"> ▪ Positive outlook and approach to change and comfortable working with ambiguity. ▪ Team player. ▪ Commitment to the development and progression of all learners. ▪ Adaptable with a confident approach to meet the challenges of a busy working environment. ▪ Proactive, confident, self-motivated and flexible – doing what needs to be done and prioritising EFI needs. ▪ Commitment to own professional development. ▪ Actively networking with other industry professionals. ▪ Commitment to practicing and modelling the EFI's values.

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HOME OF FASHION'S NEXT GENERATION



OUR VISION

At Education for Industry, our goal is to become the world's most coveted home of fashion and retail education and training.

OUR MISSION

It's our mission to pioneer innovative education and training experiences with industry that create and enhance careers, nurturing the next generation of retail talent.

OUR VALUES

Collective courage for a successful future:

Customer centric: *"If it matters to our students, it matters to us"*

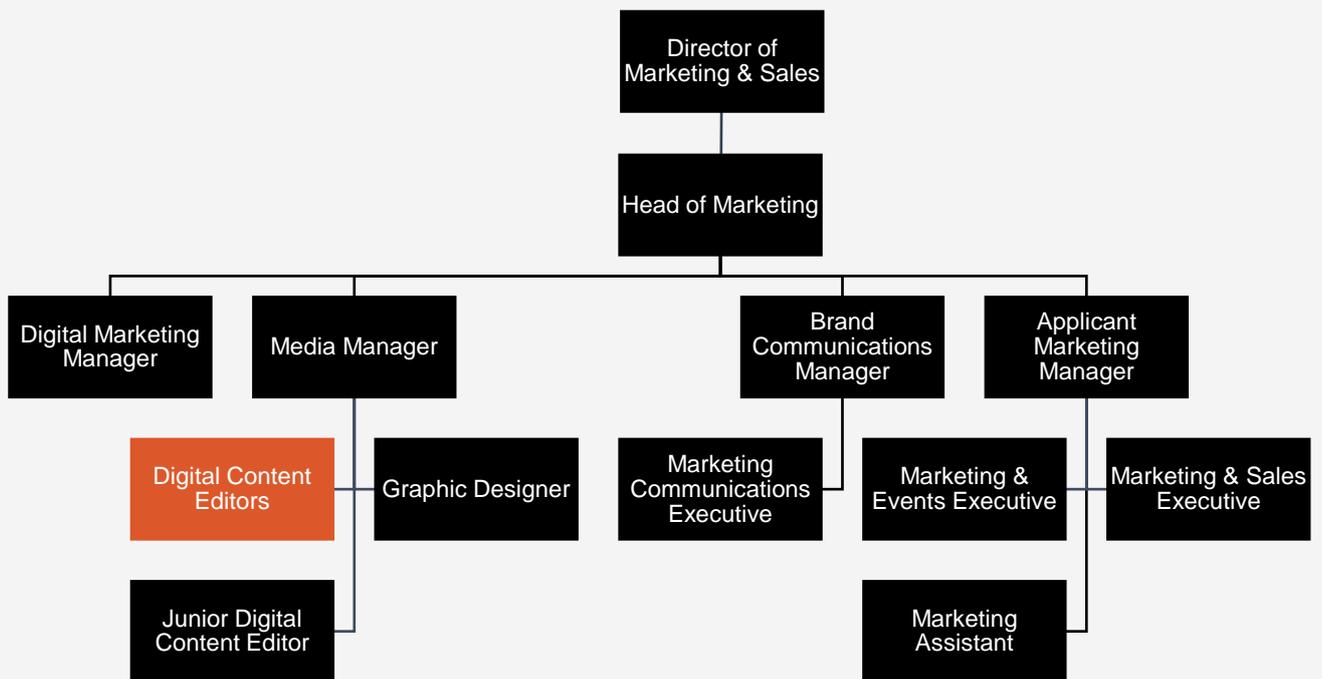
Authentic action: *"We're authentic in our actions, words and interactions"*

Resilient: *"Integrity in our actions to relentlessly strive for what we are about"*

Enthusiastic: *"If it matters to you, make it matter to others"*



Team Structure



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EFI Reward & Recognition Programme

We offer a market-leading benefits programme that offers something for everyone!

Health & Wellbeing

- A customisable monthly wellbeing allowance aimed to support your healthy lifestyle, whatever that may be!
- Funded counselling and/or CBT provided by Bupa.
- Highly competitive sick pay to support you in a time of need.
- **Cycle to work scheme** – save at least 25% on a new bike and fitness accessories.
- Annual flu vaccination programme

Work-life Balance

- Incredibly generous holiday allowances:
 - 25 days holiday plus bank holidays (support staff)*
 - 30 days holiday plus bank holidays (managerial staff)*
 - 35 days holiday plus bank holidays (academic and director staff)*
- Plus extra days off at Christmas, Birthday leave and Celebration leave and... an additional 2 weeks off and an Around the World ticket every 5 years!
- Enhanced family leave pay, including 6 months fully paid maternity, adoption and shared parental leave!
- A buying and selling holiday scheme.
- Amazing flexible working opportunities, including hybrid working, flexi hours, a sabbatical scheme, and the ability to be able to request formal flexible working from day 1.

EFI Culture

- Vibrant and inclusive environment with regular socials including all staff parties, team nights out, and more casual affairs such as our monthly Thirsty Thursdays
- Employee led staff recognition awards.
- Modern facilities including delicious food and beverage provision.

Financial Health

- An enhanced pension scheme provided by Prudential (on the successful completion of probation): employee contributions matched by employer up to 5%.
- Automatic enrolment workplace pension provided by People's Pension (available from day 1): 5% employee contributions and 3% employer contributions.
- Financial and legal advice through our top end Employee Assistance Programme.
- Refer a friend scheme and pocket £500!
- **Techscheme** allowing you to spread the cost of the latest tech over 12 months, plus NI savings.
- Interest-free travel season ticket loans.

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- Local area discounts and offers including corporate rates for local gyms, discounted restaurants, and bars.

Personal Growth

- Personal learning & development allowance to empower you to take ownership of your professional journey.
- Financial support and mentoring towards professional qualifications.
- A wide range of in-house and external training, CPD, teacher training and teaching practice development.
- Free access to LinkedIn Learning for personalised learning, virtually everywhere anytime.
- Reimbursement for annual professional membership fees relevant to your role.

Social Impact

- EFI fundraising contributions – if it matters to you, it matters to us. We match sponsorships up to £1000!
- 2 paid charity volunteer days per year.
- Payroll charitable giving.

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More Information/Contact us

To arrange an appointment for an informal discussion about the role and our organisation please email recruitment@fra.ac.uk

