



Appointment of
Content Creator (Digital and Campaigns)
Full time, Year round

Information for Applicants

Letter from the Head

Dear Applicant

Thank you very much for your interest in becoming a Content Creator(Digital and Campaigns) here at Alleyn's. I am delighted that you are considering it and I hope to give you a sense of our school and why it is such a wonderful place to work! Our ROCCK values (Respect, Opportunity, Curiosity, Courage, Kindness) will also tell you what we are seeking to achieve here.

So, why Alleyn's? You'll know, from our website, most of the key facts. We are an academic, co-educational through-school; our Junior School is also on our site and we love the fact that many of our pupils learn here from 4–18. We are situated in an inspiringly leafy part of SE London, on a beautiful and well-resourced site with the City of London twinkling enticingly on the horizon, just about four miles away.

As one of the three Dulwich Foundation Schools, Alleyn's is part of a historic foundation which has been educating young people for 400 years. Our namesake and founder, Edward Alleyn, was one of the great Elizabethan players, and playful academic exploration and discovery is something we very much welcome here. I won't go into the less reputable activities he was famous for, but as well as acting, Edward Alleyn was also a philanthropist and a philosopher. His "College of God's gift" was established to change the lives of children – initially "12 poor scholars". It is rather wonderful that the original 12 has grown into our large, thriving community of more than a thousand children. Alleyn's has been honouring the founder's legacy, as one of this country's leading co-educational schools, for generations.

We are very over-subscribed and entrance to the school is intensely competitive. Our pupils are gifted and ambitious and, unsurprisingly, they do extremely well in exams. I can't pretend that we are not proud of our pupils' results; we are, of course, but they are a by-product of an Alleyn's education, not the reason for it. The 'outcomes' we most care about are the incredible young men and young women who leave us. They are engaging, grounded, passionate and interesting individuals, who cross the stage at graduation, aware of who they are and what they care about and very ready to go out into the world and make it better. We're not the only people who think this; we loved Tatler's take on it in their Schools Guide this September: "If you're looking for the epicentre of forward-thinking education, here it is" they said, quoting a recent visitor to the school, 'the school is "dynamic, diverse and thinking in the future tense."

The really lovely staff/pupil relationships here are critical and they underpin all we do. The strength of the relationships was one of the things people told me about before I started at the school and the other thing was how delightful Alleyn's pupils are. And they were right on both counts! Our students are grounded, engaged and enormous fun; they wear their talents lightly, they support each other, they are often impassioned and keen to fight for important causes and they are (mostly!) very engaged by the adventure of learning. They also make us laugh a great deal (you can see lots of evidence of all of this in our latest ISI report - do have a look at the highlights online).

Pretty much all of our pupils are involved in the co-curricular life of the school and in our partnership

and outreach programmes. This matters to us and we do ask all our teaching staff to play an active part in the co-curricular and enrichment programmes partly because so much of the fun and friendship here stems from this. Equally, of course, most staff will play a role in the pastoral care and education which is delivered through Year Groups, School Sections and Houses. The Outreach programmes at Alleyn's are a big part of who we are and a critical part of an education here.

I hope this summary has been helpful and that you feel excited by this opportunity and keen to apply. If perhaps you are thinking that a historic, academically selective independent school might be a bit daunting or might not be the right place for you, can I urge you to reconsider this? We are emphatically not a 'one-size-fits-all' community and we take great pride and delight in individual differences and the successes these bring. And of course, our pupils benefit from seeing a varied team of adults working together successfully and happily as part of a diverse and inspiring team. If you join us, we hope that you will quickly feel part of the school community and we will warmly encourage you to make the most of the many opportunities for personal and professional development on offer.

I also very much hope that you will be able to get a sense of the energy and fun at the heart of our school during this recruitment process. The informality, the warmth and the unpretentious approach at Alleyn's really is infectious and I hope you will feel it, as I did, the moment you walk through the doors. There is nothing entitled, stuffy or pompous about this school. And we really hope that you will enjoy getting to know us a little bit.

May I wish you the very best of luck.

Yours faithfully,



Mrs Jane Lunnon
The Head



About The Role

We are seeking a creative, proactive and highly organised Content Creator (Digital and Campaigns) to lead the creation of engaging digital content and campaigns across the school. This role is responsible for capturing day-to-day school life, producing high-quality campaign assets, and managing a freelance content budget to support larger-scale projects.

The ideal candidate will be equally comfortable shooting spontaneous, “in-the-moment” content on an iPhone as they are producing polished photography and video using professional equipment. They will also be a creative and enthusiastic planner, keen to identify new ideas and plans which bring school activities to life for different audiences. They will be confident writing short-form, engaging copy to accompany content across social media and newsletters. The role plays a key part in shaping the school’s visual storytelling and ensuring a consistent, high-quality presence across digital platforms.

The role will be line managed by the Head of Marketing and Communications (Alleyn’s School) and will include working with pupils, teams and leaders from across the school.

Responsibilities of the Role:

Content Creation

- Plan and create engaging, relevant and targeted content including photography, video and short form copy that brings school activity to life for the school community (parents, pupils and staff) prospective parents, potential partners and customers for Alleyn’s camps, venue hire and events.
- Capture dynamic, engaging short-form content (Reels/TikTok-style videos) using an iPhone, with a focus on creating “viral” and shareable moments from across the school.
- Photograph ad hoc school activities and events, ensuring timely coverage of daily school life.
- Produce high-quality, professional photography for key school events, marketing materials and campaigns.
- Shoot professional video content for campaign use, including interviews, promotional films and storytelling pieces.
- Write clear, engaging short-form copy to accompany content for social media, website updates and newsletters.

Campaign delivery

- Conceptualise and deliver engaging omnichannel, content-led campaigns, owning the end-to-end process while working cross-functionally across teams to bring them to life.
- Balance time between Alleyn’s Senior School, Alleyn’s Oakfield, ASEL (Alleyn’s commercial business), Alleyn’s School Group and Alleyn’s Junior School collaborating with admissions, operational and marketing teams where appropriate.
- Delegate tasks to Marketing Assistant to aid delivery and monthly Alleyn’s School reporting.
- Work with the wider Marketing and Communications Teams (including occasionally the Alleyn’s Schools Group marketing team) to collaborate on strategic campaigns.

Production & Project Management

- Plan and schedule shoots in collaboration with departments across the school.
- Manage and oversee freelance creatives (photographers, videographers, editors), including allocation of the freelancer budget.
- Coordinate larger-scale shoots, working with external contractors and production teams where required.
- Act as MarComms representative on shoots to direct as appropriate.



Editing & Post-Production

- Where possible edit video content in-house, producing high-quality outputs suitable for social media, website and campaign use.
- Edit and process photography to a professional standard.
- Ensure all content aligns with brand guidelines and maintains a consistent visual identity.

Content Planning & Collaboration

- Work closely with the Marketing Assistant to identify weekly school stories and key highlights.
- Maintain and proactively manage a structured online content calendar, ensuring content is forward-planned, strategically balanced and consistent in tone, visual identity and messaging across all platforms.
- Contribute to the compilation of the school's weekly newsletter and content calendar through strong visual and written storytelling.
- Collaborate with the wider marketing team to ensure content is published across social channels in a timely and strategic manner.
- Ensure digital assets, image libraries and content documentation are well organised and accessible.

Other

- Promote the school's eco-agenda and ensure all work is carried out with a view to reducing waste and protecting our environment.
- In conjunction with all staff of the school, support, promote and act within the school's policies and practices about data protection.
- Be aware of the school's Health & Safety Policy.
- In conjunction with all staff of the school, support, promote and act within the school's Safeguarding Policy.
- Any additional duties, as directed by the Director of External Relations or Head of MarComms which are within the reasonable capability and responsibility of the Content Creator (Digital and Campaigns).

Line Management

The Content Creator (Digital and Campaigns) is managed on a day-to-day basis by the Head of Marketing and Communications (Alleyn's School). The role holder will also have free access to the Chief Operating Officer who holds ultimate responsibility for operational staff.

Our Values (the Alleyn's ROCCCK!)

Respect
Opportunity
Curiosity
Courage
Kindness

Person Specification

Qualifications & Experience:

- Proven experience in content creation, videography and photography across a range of formats..
- Strong ability to create engaging short-form social media content (e.g. Instagram Reels, LinkedIn).
- Confidence in writing concise, engaging copy for social media and digital communications.
- Proficiency in using professional photography and video equipment.
- Strong editing skills (e.g. Adobe Premiere Pro, Final Cut Pro, Lightroom, Photoshop or similar).
- Experience managing multiple projects and deadlines.
- Experience working in an educational or young people-focused environment.
- Experience managing freelancers or production budgets.
- Understanding of social media trends and platform algorithms, and measurement tools including Google Analytics.

Skills & Abilities:

- Excellent organisational and communication skills.
- Demonstrable ability to work autonomously, diplomatically and persuasively with different stakeholders, including senior leaders and young people, to produce engaging and authentic content.
- Strong creative and visual storytelling skills.
- Ability to plan, prioritise and manage a varied workload with accuracy and attention to detail.
- Ability to translate school activities into compelling digital narratives for different audiences.
- Confident in directing subjects during shoots and providing clear creative guidance.
- Ability to adapt tone, style and content for different platforms and audiences.
- Comfortable working both independently and collaboratively within a wider team.

Personal Attributes:

- Calm, composed and solutions-focused under pressure.
- Proactive, enthusiastic and highly motivated.
- Flexible and adaptable, with a willingness to respond to fast-moving situations.
- Positive, collaborative and approachable, with strong interpersonal skills.
- Creative, curious and eager to explore new ideas, formats and trends.
- Professional, reliable and committed to high standards of quality and accuracy.



Working at Alleyn's

Terms and Conditions

This role is based on site at Alleyn's School in Dulwich, South London, and is offered on a year round basis. It is a full time position working 37.5 hours per week, Monday to Friday from 9:00 am to 5:00 pm, excluding a 30-minute unpaid lunch break. Due to the nature of the position, flexibility is essential, including occasional work outside normal office hours such as evenings, mornings, and weekends. The successful candidate will also be required to work a full day on Founder's Day (one Saturday per year in late June or early July).

The position includes four weeks annual leave, plus public holidays, along with a discretionary closure period over Christmas, rising to twenty five days after five years' service. The successful candidate will be required to work a full day on Founder's Day which is one Saturday per year in late June or early July.

The salary for this position is £36,000 per annum and will be paid over twelve-monthly instalments. The post is permanent following successful completion of a six-month probationary period.

The school provides additional benefits to its staff, including income protection insurance, an employee assistance programme, lunches and other refreshments, the use of school facilities including the swimming pool and gym, access to the library, free tickets to school performances, and the opportunity to join one of two private healthcare plans. Staff also enjoy discounts with local businesses and may use holiday sports camps for the children of staff at a preferential rate.

Members of staff who have children attending Alleyn's Junior and Senior Schools will benefit from 25% fee remission which, subject to means testing, may increase to a maximum of 85%. This is a non-taxable benefit, and any means-tested element is reviewed annually. Staff children must meet the same admissions criteria as all pupils at Alleyn's. There is also some fee remission available in respect of staff children attending Dulwich College and James Allen's Girls' School Senior Schools, though the terms and conditions are different, and it is a taxable benefit.

The role holder will have access to, and may be automatically enrolled into, the School's Group Personal Pension Plan, currently provided by Legal & General. This plan may involve contributions being made via salary sacrifice based on 8% employer contributions.

On completion of the required recruitment checks, the post would be available to the successful candidate with immediate effect or at the completion of their due term of notice.

Commitment to Safeguarding

We are fully committed to providing a safe environment for children, staff and visitors. We promote a climate where anyone in the community can freely share their concerns about themselves, or others, in terms of individual safety and well-being. We protect the interests of the children at Alleyn's through awareness among all members of staff of the kinds of issues of abuse, maltreatment and neglect that would impair a pupil's health or development. In this way, Alleyn's supports its pupils' development by fostering security, confidence and independence.

We provide an environment in which children and young people feel safe, secure, valued and respected, and know how to approach adults if they or those whom they know are in difficulties, with the assurance that they will be listened to. Everyone in the staff community at Alleyn's takes responsibility for safeguarding, and we always aim to act in the best interests of the child.



Arrangements for the Appointment

Applications

Further information about how to apply can be found on our website, www.alleyns.org.uk/jobs.

As part of your application, please include a link to your portfolio showcasing your photography and/or videography work.

The deadline for applications is midnight on Sunday 3 May 2026.

If you have any questions, you are very welcome to contact the HR Department, by email at Jobs@alleyns.org.uk or by phone on 020 8613 5016.

Interviews and Appointment

Interviews will be conducted at the school week commencing Monday 11 May 2026. This will consist of interviews with relevant colleagues including the Chief Operating Officer, the Head of Marketing and Communications (Alleyn's School) and the Director of External Relations. There will also be an opportunity to meet with other relevant staff.

Safeguarding Checks

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 must be willing to undergo child protection screening appropriate to the post, including checks with past employers and an enhanced DBS check.

Equal Opportunities

As an Equal Opportunities employer we welcome applications from all applicants who meet the requirements for the position. However, we are especially keen to receive applications from those in minority groups for which the school is currently underrepresented. We celebrate diversity and thrive on the benefits it brings.

