



DUBAI COLLEGE

A tradition of quality in education

DIGITAL MEDIA CONTENT DEVELOPER

START DATE: 15 AUGUST 2025

2025



Job Title:	Full time Digital Media Content Developer
Reports to:	Marketing and Communications Manager
Department:	Marketing Department
Start Date:	15 August 2025
Application Deadline:	18 April 2025

Job Summary

Dubai College, one of the world's leading secondary and sixth form schools, is seeking a talented and proactive Digital Media Content Developer to support the Marketing and Communications function. This role is integral in enhancing the school's visual presence across digital platforms, with a strong focus on photography, videography, and content creation showcasing events, and telling the schools story on our website, and across all of our social media channels.



Primary Responsibilities

- Photography & Videography: Capture high-quality photos and videos of campus life, events, and student activities, ensuring dynamic and engaging visual storytelling.
- Editing & Production: Edit and produce professional-standard content for the website, social media, and other digital points and platforms.
- Website Maintenance: Assist in maintaining and updating web pages to ensure timely and engaging content aligned with SEO best practices.
- Social Media Content: Create visually compelling artwork and digital assets for social media posts and campaigns.
- Event Coverage: Provide real-time and/or post-event media coverage, including some out-of-school hours commitments.
- Marketing Materials: Support the creation of flyers, brochures, and other internal and external promotional materials for school events.
- Content Planning: Proactively review the school calendar to schedule and capture key content opportunities.
- SEO & Digital Growth: Assist in optimizing the website for search engines to enhance online visibility and reach.
- Manage and grow the School's digital asset library (photos, videos, testimonials etc.)



Requirements

- Currently residing in UAE preferred.
- A related degree or equivalent qualification.
- Highly proficient in written and spoken English, with the ability to engage effectively with a range of stakeholders.
- Proven experience in photography and videography, with a strong portfolio demonstrating creativity and technical ability.
- Proficiency in photo and video editing software (e.g., Adobe Creative Suite – Photoshop, Canva, iMovie/Premiere Pro, Lightroom, or equivalent).
- Experience in managing digital content for websites and social media.
- Ability to create high-quality social media artwork and promotional materials.
- Self-motivated, proactive, and able to work independently to manage multiple projects.
- Strong organisational and time management skills to align content creation with the school's calendar.
- A genuine interest in education and an eagerness to immerse yourself in school life.

Desirable

- Experience in Search Engine Optimisation (SEO) to enhance website performance.
- Familiarity with website content management systems (CMS).
- Previous experience in an educational setting or a fast-paced media/marketing role.



THE DEPARTMENT

The Marketing Department at Dubai College is at the heart of the school's communications, playing a key role in promoting the College's values, achievements and distinct identity to a broad and diverse audience. Through strategic storytelling, compelling content, and consistent brand messaging, the team ensures that Dubai College is positioned as one of the leading British curriculum schools globally.

The department is responsible for all aspects of internal and external communications, brand management, digital presence, photography, video production, social media, publications, and marketing collateral. It supports the College's objectives across admissions, staff recruitment, student engagement and alumni relations by delivering high-quality, targeted content across multiple platforms.

The Marketing Department serves a wide range of audiences including current students, staff and families—ensuring they are informed, engaged and connected with school life. It also plays a vital role in reaching prospective students, staff and their families by showcasing the exceptional academic, pastoral and co-curricular offering of the school.

As part of this team, the Digital Media Content Developer will be central to delivering impactful, creative and visually engaging content that brings the Dubai College story to life across digital channels.

THE COLLEGE

2025 SCHOOLS INDEX

The world's 100 leading private schools

THE COLLEGE

We are an independent, coeducational, not-for-profit, selective school for boys and girls aged 11-18. We follow an adapted English National Curriculum and our vision is to be "leading British education overseas", underpinned by four pillars of sporting, creative, philanthropic and academic endeavour. Named British International School of the Year 2019 by Independent School Parent magazine, for the last five years, the school has consistently featured in the Spear's and Carfax Indexes as one of the top 100 private schools in the world.

Our work on wellbeing was recognised when we were awarded the International School Award for the Initiative to Support School Wellbeing and Safeguarding in 2020 and we were named Best British Curriculum School in the UAE in the SchoolsCompared Top School Awards 2021.

In 2022 we were shortlisted for the International School Awards for our work on diversity, equity, inclusion and justice, and in 2023 we were nominated for no less than 8 SchoolsCompared Top School Awards in the UAE and we were finalists for four.

Dubai College is a forward-thinking and self-improving school for whom the needs of our students are at the heart of every decision we make. We were founding members of the UAE Research Schools Network and our reputation is based upon our commitment to keep learning first.

As a consequence, we have a generous CPD budget which is used to create and support continuous learning opportunities for staff. Our Deputy Head: Learning and Teaching, supported by Specialist Leaders in Education, mentors and supports staff in digital skills, oracy, stretch and challenge and the science of learning. Teaching staff are encouraged to undertake action research projects and apply for part-time master's degrees in education-related fields and aspiring leaders are guided through the reformed National Professional Qualifications.

The British Schools Overseas inspection of the College (conducted in November 2024) classified the school as 'Outstanding' in every category noting that "pupils are exceptionally articulate", that "relationships between pupils and teachers are very positive" and that "pupils are exceptionally well cared for by the school's staff".

SCHOOL SIZE & RESULTS



The number of students on roll is currently 1112 and comprises boys and girls in the 11 to 18 age range with 295 in the Sixth Form. The College operates an eight form intake of 176 students in Year 7. Approximately 40% of the students are British, but 59 other nationalities are represented.

The GCSE and A Level courses followed are those of one of three examination boards (Edexcel, AQA, and OCR). Examination results are consistently outstanding and Dubai College remains the top performing school in the United Arab Emirates. In 2024 students achieved 95.2% grades 9-7 at GCSE and 76.4% A*/A grades at A Level. As such Dubai College results were in line with the 5th best fully co-educational independent day school in The Daily Telegraph League Table at GCSE and the 8th best at A Level.

Our excellent A Level results mean that 56% of Dubai College Year 13 students starting university in 2024 went to the top 1% of universities worldwide (according to QS World University Rankings 2023) and 20% of our leavers are going to universities in the Top Ten global rankings, including Oxford, Cambridge, Imperial and Stanford.

The summer of 2024 saw 16 of our students heading to Oxbridge or Ivy League institutions (8 to Ivy League, 5 to Oxford, 3 to Cambridge), representing 11% of the entire cohort.

While we do invite all our students to rise to the challenge of our academically rigorous curriculum, in the true spirit of independent schools we also champion the importance of our flourishing extra-curricular programme to which all staff contribute at least one extra-curricular activity per week. Classes are small and the facilities, resources and teaching environment are very high quality.

It is therefore no surprise that the College has developed a very strong regional and international reputation for drama, music and sport as well as academic outcomes. We are a member of HMC, COBIS (Council of British International Schools) and BSME (British Schools of the Middle East).



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ETHOS

As a College we are aiming to engineer balance in the lives of students who are academically very able. There is no blueprint for a Dubai College student rather we are aiming for students to discover for themselves who they are and who they want to be. By creating a wealth of opportunities for students to participate in as broad a range of experiences as possible whether they are sporting, creative, philanthropic or academic, we are enabling them to discover their own place within the school community and in time within the world outside.

We never lose sight of the fact that our academically gifted students aspire to perform as well as possible in public examinations and we continuously champion the academic. However, the ability to work as a member of a team, to manage set-backs and failure and to recognise personal strengths and weaknesses will be as important in enabling them to live their life with integrity and is consequently a core focus of what we do here. As a result our students leave us as confident individuals with the knowledge, skill set and outlook to succeed at the very best universities and eventually in their chosen, often very challenging, career paths.

When asked what standards we expect of one another as professionals DC staff demonstrate a real sense of vocation, that working at Dubai College is not a job but a lifestyle choice.

Teachers believe strongly that they should be able to fulfil their academic responsibilities to their students and must be accountable for the outcomes of every one of their students.

The next most important expectation of staff at Dubai College is that they should embrace whole school life and contribute fully to the extra-curricular programme both during and after school hours.

The College really does have a great feel about it. It already has an exceptionally strong national and international reputation and if you feel you have the potential to build on our reputation as a centre of excellence on the global stage we would very much like to hear from you.



WORKING AT DUBAI COLLEGE

Working at Dubai College as a member of the support staff is a dynamic and rewarding experience. Like all members of the team, support staff are expected to go beyond the basic requirements of their role, contributing their time and expertise to ensure the smooth running of the school and the success of its students. The commitment to creating a strong sense of community extends to support staff as well, who are integral to the daily operations of the College and work closely with both students and academic staff.

Support staff are expected to exhibit excellent professional courtesy to one another and the wider school community. While academic staff manage their disciplines, support staff play an essential role in maintaining the quality and atmosphere of the College. This means upholding high standards of professionalism, supporting the well-being of students, and working collaboratively with colleagues across all areas of the school. Staff should also be mindful of cultural sensitivities, ensuring that their conduct and appearance align with the values of an Islamic country.

Just as academic staff go beyond the baseline, support staff are encouraged to continuously seek improvement in their work and to be proactive in helping to create an environment where students and staff alike can thrive. Every role, whether in administration, facilities, or pastoral care, contributes to the bigger picture of student achievement and school success. As part of a close-knit team, all staff share responsibility for the overall outcomes of the College.

The ethos of Dubai College is rooted in a strong sense of community and mutual respect. As members of a "not-for-profit" institution, support staff play a key role in ensuring that all resources are dedicated to the betterment of the students and the school environment, with a shared focus on nurturing well-rounded, successful citizens.

WORKING HOURS AND HOW TO APPLY



Working Hours

This full-time position provides the opportunity to work within a dynamic, highly qualified team, in very pleasant surroundings with excellent facilities.

The individual assigned to this role will need to maintain a flexible schedule to capture live events, including theatre productions, concerts, meetings, and sports events, occurring both on and off campus during evenings and weekends.

Salary & Benefits

The contract of employment provides a salary range of between AED9,960 – AED11,200 per month, subject to verification of previous related experience. Terminal gratuity will be applied as per UAE Labour Law. Eligible UAE or GCC nationals will receive appropriate contributions through the pension authority. The benefits package includes paid school holidays and complimentary lunch. Benefits may also include sponsorship, airfare allowance, medical insurance, and discounted tuition fees, as outlined in the school policies.

How to apply

Applications should be submitted using the online application form available on our website. We will only consider applications that are fully completed and submitted through the online application form. We welcome applications from UAE Nationals who have the relevant qualifications and experience.

The deadline for applications is **18 April 2025 - 23:59** and interviews are planned for the following week.

For further details about Dubai College please visit our website - www.dubaicollege.org.

Dubai College is committed to safeguarding and promoting the welfare of young people and we select staff that understand and share this commitment. All applicants must be willing to undergo child protection screening, including checks with past employers and obtaining a Police Certificate or Good Conduct Certificate from the country the applicant last resided or was employed in, which may include Disclosure & Barring checks.

INCLUSION

A photograph showing a group of students in a classroom. In the foreground, a young man with dark hair and a beard, wearing a light blue shirt, is looking towards the right and speaking. He has his hands clasped. To his left, a young woman with long dark hair is seen from the back, also in a light blue shirt. Further left, another student is partially visible. They are sitting at a desk with papers and a water bottle. In the background, a large world map is mounted on the wall.

Our school encountered challenges that prompted us to critically evaluate our practices and take into account the lived experiences of our students, staff, and community. In response, DC took swift action by prioritizing active listening and responsiveness. This dedication to listening remains a cornerstone of our ongoing commitment to Diversity, Equity, and Inclusion (DEI) principles today

Our primary objective is to cultivate a diverse and inclusive environment where everyone feels welcome, seen, heard, understood, and celebrated. We believe that by embracing the range of lived experiences within our community, we can create an environment in which individuals can thrive and be their best selves.

To embed DEI at the core of our school culture, we have developed a comprehensive strategy. We recognise that we are fortunate to be located in one of the most diverse cities in the world, and we value and celebrate this diversity. As part of our strategy, we hold regular meetings with three DEI working parties: one for parents and alumni; one for staff; and one for students, collectively known as the Belonging Society.

These meetings are open to all stakeholders, and the student body, represented by members from every form within the school, has a dedicated platform for sharing ideas, planning future events, and providing feedback on DEI-related matters.

Our aim is not only to cherish and celebrate our diversity but also to foster a sense of unity by recognising our shared experiences. We strive to create a true sense of belonging within the DC community, where everyone feels connected and valued. We are committed to providing continuous training, resources, and support for all staff because we believe that by fostering cultural competency and cultivating inclusive classrooms, we ensure that our students receive the best possible education.

We firmly believe that by celebrating diversity, promoting equity, and prioritising inclusion, we create an atmosphere where everyone can thrive, succeed and achieve their full potential. Further details of our work can be found on the school website. In addition, we publish an annual Diversity, Equity and Inclusion Impact Report which details the progress we have made in the previous academic year.

LIVING AND WORKING IN DUBAI



Dubai College is located within the vibrant and cosmopolitan centre of the UAE. For those of us who are fortunate enough to call Dubai our home, there are many reasons why we chose to move here and stay here. Dubai is one of the most connected cities in the world and is home to a diverse, multi-cultural population. Its strategic location makes the occasional or regular visits home or to somewhere new during term breaks a reality.

High levels of safety and lifestyle are key benefits to living here. Renowned as one of the safest cities in the world in 2023 for residents, and governed by the UAE's stringent laws, it feels safe for individuals, couples and families alike. The quality of life experienced living here is high, supported by an ever increasing number and range of amenities that make Dubai vibrant and exciting. With a climate that is both challenging and rewarding, the cooler weather from October to March allows for your sporting, social and outdoor calendars to be as full as you would like. The summer is also well managed with fun and relaxing indoor pursuits on offer. High quality sporting, shopping and entertainment offerings are easily accessible and fully air conditioned.

Dubai is a bustling city boasting a multitude of attractions and activities. It has clean, sandy beaches, desert camping, opulent hotels, and shopping malls catering to all tastes. It is home to a beautiful opera house, with renowned world class restaurants alongside heritage and cultural sites. It's a family-friendly city offering adventure parks, water parks, skate parks, and playgrounds for the young and young at heart. It's an active city with dedicated bicycle and running tracks, world class sporting facilities, concerts and events to keep residents fit, healthy and entertained!

The Dubai economy continues to thrive and diversify, with growth set to continue well into the future. There are numerous urban and suburb communities and a booming real estate sector, so the choice of where to live is vast with properties to suit all budgets and needs. The public transport network of taxis, buses, the tram and metro continue to expand, and the considerably low cost of petrol in the region for those who wish to hire or buy a car, means residents can cost effectively move around the city and explore the neighbouring emirates and countries.



The
Alliance for
Sustainable
Schools

Dubai College, a tradition of quality in education

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