



# KING'S COLLEGE SCHOOL WIMBLEDON



## DIGITAL MEDIA OFFICER



## WELCOME TO KING'S COLLEGE SCHOOL

Thank you for your interest in joining our school community.

As you learn more about us, I hope you will discover that King's is a truly wonderful environment in which to teach, work and learn, with pupils who are inquisitive, creative and eager to learn, on a campus which is well-resourced and recently renewed, and alongside other dedicated staff whose expertise, care and commitment lie at the foundation of everything we do.

King's is one of the most successful schools in the world, and our vibrant and caring community is a special place to learn and grow for boys aged 7-18 and girls aged 16-18. With over 1,500 pupils and approximately 450 staff, we are located in one of the most attractive and peaceful parts of London, opposite 1,140 acres of countryside of Wimbledon and Putney Commons and just a short walk from the picturesque Wimbledon Village.

Our school was founded in 1829 by Royal Charter as the junior department of the university, King's College London, and as such, intellectual aspiration and a progressive spirit are our heritage. Today, we offer an education of the whole person, in Mind, Spirit and Heart, the enduring ethos of our foundation. Our guiding mission is to look outwards, to the world beyond school, and to life at 25: we look to the lives we are preparing our young people to lead, so that when the time comes, they are ready to forge the pathway they choose, and to make a purposeful impact.

We aim for each of our pupils to enjoy an exhilarating adventure of learning and to pursue academic excellence within a fun, caring, welcoming environment. Academic outcomes at A level, IB and GCSE consistently place King's amongst the very top schools nationally and globally, with over half of A level and IB grades at A\* or equivalent last

summer, and we were delighted to be the highest placed independent co-educational day school, and to be named Independent International Baccalaureate School of the Year, in The Sunday Times Parent Power 2025.

Supporting our pupils to grow strong in spirit, in the shared values and qualities of character that will ground them, is equally important at King's. Kindness, respect and support for one another; a broad-minded outlook and a commitment to inclusivity, are central to our community, as is the co-curriculum, which enables pupils to develop broad skills and resilience as well as to discover lifelong passions through clubs and societies, CCF, Duke of Edinburgh, sport, the arts, and community partnerships.

The next few years will be a very exciting time for us as we enter the next chapter of the school's strategic development, and as we seek to strengthen our community in preparation for our 200th anniversary in 2029. We hope you consider joining us for this adventure.



Dr Anne Cotton  
Head





## THE ROLE

### What the role involves:

Line managed by the Senior Marketing Manager, they will be working closely with the other members of the marketing and communications team, namely the Senior Graphic Designer, Communications Manager and Director of Communications, Admissions and Marketing.

The post holder will deliver all aspects of the school's day-to-day social media, video and photography and be responsible for the creation and implementation of the school's social media activities, in a timely fashion, which supports the strategic objectives of the school. The role will require the delivery of the highest quality of customer service and will include, but not be limited to, the following:

### Digital content creation and social media

- Capture photography and video that reflects our brand and values, and is usable across social media, for other digital activities (website, emails etc) and for other marketing activities (at events, for publications etc).
- Create, or support the creation of, other engaging content such as graphics and news stories.
- Play an important role in supporting the development of, populating and shaping content for

the school's websites.

- To lead the creation of short-form videos (Reels, GIFs, vox pops, trailers), that drive engagement, reflect our brand and are platform focused.
- Research, develop and create specific and appropriate content for each individual platform including Instagram, Facebook, and LinkedIn.
- Collaborate with the marketing team to ensure all digital graphics, social media, digital screen content and image-led PowerPoint presentations align with our brand identity and strategic messaging.
- Help develop a distinctive visual storytelling style that communicates our values and stands King's apart for its warmth, intellect, and quality.

### Digital engagement

- The regular collection, and close monitoring, of analytics and trends on each platform.
- Provide regular feedback to the wider marketing team to inform content strategy, encourage engagement and boost performance.

### Supporting colleagues with wider digital media

- Livestreaming:
  - Support our in-house AV colleague with the livestreaming of events (mainly our extensive speaker programme).



## THE ROLE (continued)

- Editing this content and publishing it on our platforms (eg Youtube or Vimeo).
- Successfully using and promoting this content on social media and internal platforms to showcase the quality, range and excellence of activities.
- Supporting colleagues with visuals for presentations eg photographic slideshows that highlight life at King's.
- Where appropriate, support pupils and colleagues with podcasting with a view to capturing interesting content that can be celebrated on our platforms.

### **Collaboration and community engagement**

- Work closely with colleagues in the department to align digital content with all other activities to ensure seamless off and online presence.
- Work closely, when needed, with other departments within the King's Corporation to create content or celebrate and/or leverage their successes (eg International, Development, Enterprises).
- Support, if and when appropriate, to celebrate and encourage pupil voice.
- When needed, support the Senior Marketing Manager to ensure content created by external suppliers (photographers and videographers) aligns with school values.

### **Compliance and asset management**

- Ensure to maintain GDPR compliance and sensitivity when capturing images of pupils and visitors.
- Maintain organised archives of visual content for timely use and long-term value. A key part of this role will be to work with the wider marketing team to develop a photographic archive/filing system that is a key resource for the department and school that can be easily used and accessed. This includes the logging of images in a GDPR compliant way that will enable quick removal of photographic content should permissions be revoked in the future.
- Uphold copyright and licensing standards for all media assets.
- Any other tasks as may be deemed necessary by the Senior Marketing Manager.





## THE PERSON

### Essential Skills and Experience

- Understanding of safeguarding and commitment to the wellbeing of pupils.
- Strong photography and videography skills, including editing and post-production, and accustomed to using a variety of equipment from high-quality cameras to mobile phones.
- Experienced in creating content for social media and understanding of platform-specific best practices.
- Proficiency in relevant software eg Canva, Hootsuite, Adobe Creative Suite, Microsoft 365, as well as social media platforms and effective use of AI where appropriate.
- Ability to work independently, identifying and prioritizing the work that needs to be done to meet tight deadlines – both personal and those of the team - with same-day turnaround when needed.
- Ability to work collaboratively, demonstrating versatility and adaptability when required to meet the needs of the department.
- Excellent communication and interpersonal skills.
- Highly organised, with a keen eye for detail and a creative mindset.
- Understanding of the importance of a kind and friendly demeanor and a smart appearance at all times, as a positive role model to pupils and representative of the department/school.
- Energetic and committed to meeting the needs of the school and ensuring the continued high performance of the department.

### Desirable

- Previous experience in a school or educational setting.
- Degree or equivalent training in media, marketing, or in a related field.
- Experience with livestreaming (or willingness to learn).
- Experience with drone photography (or willingness to learn).
- Understanding of the interaction between digital platforms – engaging the online community and driving to the website.
- Awareness of digital marketing trends and visual storytelling techniques.
- Knowledge of GDPR and best practice.
- Proficient in file sharing and storage.





## HOW TO APPLY

### TERMS AND CONDITIONS

- Salary: £22,500-£28,000 per annum (depending on experience)
- 25 days' annual paid holiday (taken during school holidays) plus statutory English public holidays
- Working pattern:
  - This is not a typical 9am-5pm role with some events and activities happening early morning, evenings and weekends during term time. It is our aim to have mutually beneficial flexibility to ensure we cover as many events in the school's busy calendar as possible, with the successful candidate knowing that there are significant quieter periods during the school holidays which would be opportune to take 'time in lieu' in addition to annual leave
  - Working on site during term time, with remote working option in school holidays.
- School lunches are provided daily during term-time.
- Contributory support staff pension scheme – employees are eligible to join after 3 months' service with a 10% employer contribution / 5% employee contribution.
- Programme of staff health benefits including membership of the King's Sports Club (pool, classes, gym etc).

**Closing date: Monday 21st July 2025 at 9am**

### Interview dates:

- **23 or 24 July for 1st round interviews (online, allow 2 hours)**
- **29 July 2025 for 2nd round interviews (in school, allow 2 hours)**

We are not able to offer any flexibility around interview dates so applicants must ensure to make themselves available on the dates listed above.

To apply for this role, please register your details online via our website **[www.kcs.org.uk](http://www.kcs.org.uk)** (under useful information / career opportunities). Once you have registered your details with us, you can apply for vacancies by logging into the candidate area using your email address and chosen password. You will be asked to fill an online application form.

Early applications are encouraged; we may choose to appoint at any time during the application process.

Arrangements will be confirmed prior to interview, and further details provided. We are happy to reimburse reasonable travel expenses.

We welcome enquiries or questions regarding this position, including about adjustments to be made during the recruitment process: please contact [recruitment@kcs.org.uk](mailto:recruitment@kcs.org.uk) or telephone the HR department (020 8255 5308) to find out more.





## WORKING AT KING'S

Our staff community is welcoming, energetic and vibrant. Within a well-established atmosphere of kindness, cooperation and trust, there is a “can-do” attitude, coupled with high levels of emotional intelligence, good humour and mutual support. The school's reputation for academic excellence and strong pastoral care is built on the dedication and skills of every member of staff.

Professional services staff at King's maintain high professional standards. They work within clearly structured departments but also collaboratively with other departments and with teaching staff. There are termly meetings for the whole support staff, which are complemented by bespoke training sessions. Individual staff members who wish to enhance their professional development are supported.

Whilst there are high expectations of support staff, they receive rewards for their efforts:

- Competitive salaries well above London and national averages.
- 25 days' holiday per annum plus English statutory public holidays – 33 days in total (pro rata, where relevant).
- Contributory support staff pension scheme – employees are eligible to join after 3 months' service with a 10% employer contribution / 5%

employee contribution.

- Access to BUPA and Aviva employee assistance programmes, and the BUPA healthcare cash plan.
- Free use of the King's Club, including access to the swimming pool, gym, tennis/squash courts and group exercise classes.
- Free lunch, tea, coffee and other refreshments during term time.
- Shuttle buses from Wimbledon station.
- Cycle to work scheme.
- Fee remission for children of staff (subject to the usual entry requirements and space being available), pro-rata based on hours and weeks worked.
- Invitations to school productions, concerts and events during the year.

# WORKING AT KING'S - STAFF PROFILES



"Since joining King's in 2019, I can say that this is a fantastic school that supports staff, as well as students to their highest standard. There have been many opportunities for me to grow within the IT department. Everyone I have come across at King's has been extremely helpful and welcoming. I feel honoured to work here"

**- Mr Dixon**  
**IT Helpdesk Manager**



"I joined the HR department here at Kings in 2008 and I can't imagine working anywhere else. My role is varied and I really enjoy that no two days are the same. I feel very privileged to work with so many amazing people in such a beautiful school. Everyone wants King's to succeed and I am often amazed at the camaraderie that everyone shows on a regular basis."

**- Mrs Pearson**  
**HR and Training Officer**



"Joining King's in 2006, my role as team leader, Science Department, is to oversee the operational functioning of the laboratories. As a team of six technicians our primary remit is to deliver a range of practicals to support teaching excellence across all science disciplines. My career at King's has been rewarding in so many ways but a particular highlight has been the re-design of a modern, multi-functional central prep room - this has transformed the way the team communicate, share our varied skills and manage a busy workload."

**- Mrs Danckwerts**  
**Team Leader - Science Technicians**



"I've been working at King's College School since 2016. It is an outstanding school that offers our students so many opportunities. Working at King's College School is a great opportunity to gain experience, meet wonderful people and expand your horizons to the world."

**- Mr Laska**  
**Porter**





## SAFEGUARDING AT KING'S

At King's, we recognise our moral and statutory responsibility to safeguard and promote the welfare of all pupils.

We make every effort to provide an environment in which children and adults feel safe, secure, valued and respected, and feel confident to talk if they are worried, believing they will be effectively listened to.

We are alert to the signs of abuse, neglect and exploitation, and follow our procedures to ensure that children receive effective support and protection. Child protection forms part of the school's safeguarding responsibilities.

We follow the Merton Children's Safeguarding Partnership procedures and have several policies and procedures in place which contribute to our safeguarding commitment, including our Child Protection & Safeguarding Policy. A copy of this policy is available on our school website: <https://www.kcs.org.uk/safeguarding-at-kings>. The purpose of this policy is to provide staff, volunteers, and governors with the framework they need in order to keep children safe and secure in our school. The policy also informs parents and carers about how we will safeguard their children whilst they are in our care.

The school is committed to safeguarding and promoting the welfare of children and young people and expects all staff, governors and volunteers to share this commitment. Those applying to work at King's will be required to undergo rigorous child protection screening; pre-employment checks include (as relevant to the role and individual):

- past employers (references will be requested for shortlisted candidates prior to interview in line with **Keeping Children Safe in Education**)
- the Disclosure and Barring Service (including a barred list check)
- a prohibition from teaching check
- a Section 128 check (prohibition from management or governance)
- identity checks
- right to work checks
- overseas checks
- verification of qualifications and/or professional status
- fitness to work checks

**This post is exempt from the Rehabilitation of Offenders Act (ROA) 1974.**





## INCLUSION AT KING'S

King's aims to be a diverse and equitable environment where all staff and pupils feel they belong. The community aims to foster an ethos of social awareness and respect for difference, creating a welcoming and inclusive culture where every member of our community is valued and respected as their authentic self, regardless of difference. Establishing this sense of belonging and community is central to the ethos of King's and is outlined in the 'Inclusivity at King's' statement.

The school has developed a comprehensive equality, diversity and inclusion (EDI) programme that spans all areas of school life, including our wider school community. Our director of EDI oversees our work in this crucial area, working closely with our EDI mentors who support pupils around issues including sexuality, gender and race.

There are a wide range of thriving pupil advocacy and discussion groups who meet regularly, including our African Caribbean society, our East and South-East Asian society, our Pride group, our neurodiversity society, our interfaith discussion group and Her'd, our group for girls. Alongside this, the school holds regular talks and workshops on EDI topics to ensure that inclusivity remains a central part of the daily life at school and is at the heart of all that we do.

Further information about equality, diversity and inclusivity at King's is available on our website at <https://www.kcs.org.uk/equality-diversity-and-inclusivity-at-kings>

*King's College School is fully committed to the principles of equality, diversity and inclusivity in its recruitment of teaching and support staff.*

**If you have any support requirements that require adjustments to be made during the recruitment process, please let us know in advance so that any support, aids or adaptations can be put in place to assist you. Examples can include, but are not limited to, a request for extra time, a wheelchair accessible interview room or alternative format of assessment papers such as audible, Braille or large print versions.**





## LIVING AND WORKING IN WIMBLEDON

Wimbledon is famous for its annual Grand Slam tennis tournament, but that is not the only thing that makes living and working in Wimbledon an attractive proposition.

The area is one of the safest parts of London and provides a wonderful mix of town and Village life. The streets are bustling and lined with bars, restaurants and shops and the charming children's Polka Theatre is situated in the centre of Wimbledon. King's is located on the edge of Wimbledon Common, at the beginning of one of the largest areas of green, recreational space in the whole of London. The Common, which extends to Richmond Park, is home to a 19th century windmill and an Iron Age fort.

One of the best things about working in Wimbledon is its connectivity. Wimbledon station is located in zone 3, approximately 10 minutes from Clapham Junction and 20 minutes from London Waterloo. There are regular trains to numerous destinations, including Kingston, Epsom and Richmond. Wimbledon can also be reached by tube, via the District line, and by tram, which connects to places such as Croydon and Beckenham. King's is also in a convenient location for road users, with its proximity to the A3 providing an excellent link to the M25. There is a morning shuttle bus for staff which runs from Wimbledon Station to the school.

Although property prices are high in and around Wimbledon Village, there are affordable options a little further away. Many staff choose to live in Central and South Wimbledon or Raynes Park, which is a 15 minute walk from King's. Other nearby options include Motspur Park, Worcester Park, Clapham, Tooting and Earlsfield but plenty of colleagues prefer to commute from Surrey, where Esher, Epsom and Ashstead are popular choices.







