



CLAREMONT FAN COURT SCHOOL



JOB INFORMATION

DIGITAL CONTENT CREATOR

Closing date 9.00am Thursday 6 March 2025

Interviews will be held week commencing 10 March 2025



THE SCHOOL

Welcome to Claremont Fan Court School. We are a thriving, co-educational independent day school in Surrey for pupils aged 2½ to 18. Founded in 1922, we recently celebrated our 100th anniversary as an evolving, successful school.

We are proud of Claremont Fan Court School's strong reputation for being a compassionate, child centred, truly co-educational school of choice for families seeking an academically ambitious environment that educates the whole child.

Set in 100 acres of historic grounds, Claremont is known for focussing on the academic potential of our pupils, but not at the expense of their pastoral wellbeing; for a culture that nurtures pupils' limitless potential, not just in exams but also in equipping them with the skills to shape the world around them at university, in their careers and in the wider society beyond.

We prioritise, too, an understanding of character and the way in which our relationship with others are fundamental to our successes in life, university and careers.

Where else, within a school bus ride from south west London, can children from 2 ½ to 18 balance forest schools with further maths, lacrosse with the pursuit of a medical career, learning history in a building that made history or playing rugby while designing for a fashion show.

Teachers, staff, pupils and their families are expected to support and extend the atmosphere of respect, courtesy, the love of learning and the value of friendship that is held dear at Claremont Fan Court School. This peaceful and purposeful intent extends throughout every lesson and into the pastoral and co-curricular activities we offer.



MISSION AND ETHOS

Mission

Our mission guides the ethos of the school and is a primary document for all who work at the school.

- To provide an environment where the God-given potential of every individual is recognised and valued. With this recognition comes the expectation of high personal achievement and moral standards and a developing awareness of our individual responsibility to each other and our world.
- To maintain a broad and forward-looking curriculum in which pupils are encouraged to think independently to meet the demands of a rapidly changing world.
- To encourage our pupils to awaken to all that is good and true within and around them in their spiritual journey of self- discovery.
- To equip our pupils with a strong set of values for future decision making.
- The following values are fundamental to everything we do: courtesy, respect, trust, moral integrity, self-discipline, love for God and man.
- The School embraces the whole Claremont family: pupils, parents, guardians, staff and governors in its mission, vision and ethos

Vision

In accordance with our mission, Claremont Fan Court develops individuals who are outstanding citizens, aware of their responsibility to others and contribute positively to global society.

We realise this by being a high-quality school of choice where young people achieve more than they think is possible.

Ethos

Goodness underpins this school. Teachers, staff, pupils and their families are expected to support and extend the atmosphere of respect, courtesy, the love of learning and the value of friendship that is held dear at Claremont Fan Court School. This peaceful and purposeful intent extends throughout every lesson and into the pastoral and co-curricular activities we offer.

Young people leave Claremont Fan Court School as confident, contributing and caring members of the global community. They cherish the values that equip them to make a positive contribution and be a force for good in the world.



THE ROLE

Reporting to the head of marketing the digital content creator will play a key role in executing the school's digital strategy, creating engaging content across multiple platforms, and maintaining a consistent online presence. This position requires a creative and proactive individual with strong skills in content creation, photography, videography, social media management, and digital marketing.

Key responsibilities

Digital strategy & content creation

- Deliver the school's digital strategy, overseeing website management, social media presence, and email communications
- Produce, curate, and publish engaging digital content across the website, social media, and email platforms. Content areas include:
 - Videography: Create captivating video content, including school tours, event highlights, student, staff, and alumni testimonials
 - Photography: Capture high-quality images of daily school life for use across the website, social media, and marketing materials
 - Graphic design: Design visually appealing graphics and presentations for both digital and print materials using InDesign, Canva, or similar tools
 - Written content: Write compelling copy for

social media posts, website updates, blog articles, and news stories

- Digital advertising: Collaborate with external digital agencies to provide video and imagery for digital advertising campaigns
- Work closely with the head of marketing and senior marketing executive to monitor and analyse website and social media performance, tracking key metrics and recommending improvements
- Support the senior marketing executive, head of marketing and other staff on the design of ad-hoc marketing printed materials such as leaflets, invites, sports round up, the chronicle and simple information booklets

Social media management

- Create and regularly schedule and plan social media content using Buffer, ensuring alignment with the school's digital strategy
- Stay updated on digital marketing trends and best practices, contributing ideas to enhance the school's marketing efforts
- Ensure consistent and accurate representation of the school's brand, liaising with the head of marketing and senior marketing executive to maintain brand integrity
- Liaise with external partners such as 15th Media to ensure the social media content and messaging is kept up to date and relevant

Website content management

- Update and maintain the school's website using WordPress, ensuring that it remains user-friendly, informative, and visually engaging
- Regularly update the site with fresh content, including images, news stories, videos, and relevant links
- Collaborate with external vendors to optimize the website for search engines (SEO) and ensure technical functionality
- Liaise with external partners such as 15th Media and TWK web developers, to ensure the website meets the school's needs
- Ensure news and parental information pages are up-to-date and informative

Compliance

- Adhere to copyright and privacy regulations, including GDPR
- Ensure that all necessary photo and video permissions are obtained from students and parents, maintaining accurate records of consent

Event support

- Attend and support the marketing and admissions events, including open days, scholarship events,

and assessment days

- Capture high-quality images and videos at school events, ensuring content is representative of the school's activities
- Support the marketing team in event preparation

Safeguarding

The jobholder's responsibility for promoting and safeguarding the welfare of pupils for whom they are responsible, or with whom they come into contact, will be to follow and ensure compliance with the School's Child Protection policy statement at all times. If, in the course of carrying out the duties of the post, the job holder becomes aware of any actual or potential risks to the safety or welfare of children in the School they must report any concerns to the School's DSL

This job description is not exhaustive, and the role holder will be required to be a proactive and conscientious member of the marketing team, assisting with other tasks as when required.





THE PERSON

Person specification

Qualifications & Experience

- Proven experience in digital marketing and social media management
- Strong writing, editing, and proofreading abilities
- Expertise in photography and videography
- Proficiency in graphic design, with experience using tools such as Canva or professional software like InDesign
- Strong organisational and project management skills, with exceptional attention to detail
- Excellent communication and interpersonal abilities

Desirable

- Familiarity with website content management systems (e.g., WordPress)
- Proficiency in Adobe Creative Suite or other professional graphic design software
- A passion for education and an understanding of the independent school sector

Skills and competencies

- Hardworking, pro-active, driven and flexible with a 'can-do' attitude
- Creative, imaginative and resourceful approach to marketing.
- Strong initiative combined with outstanding organisational skills
- Can work at pace to manage a time-sensitive workload
- Strong written skills with a keen eye for detail



WORKING AT CLAREMONT

Claremont Fan Court School is set in a beautiful location and is a warm and welcoming community. Professional standards are high, and we encourage ongoing training and personal development.

The school is located just outside Esher in Surrey and is easily accessible from the A3, M3 and M25 with ample free staff parking. The nearest train station is Claygate which is a 25-minute walk, with local bus services also available.

Esher and its neighbouring towns offer easy access to both central London and the stunning Surrey countryside, offering a feeling of space whilst being only a stone's throw from London and all the facilities a capital city has to offer.

The local area has a mix of leisure activities available. Both the historic palace at Hampton Court and the beautiful gardens at RHS Wisley are nearby, as well as Sandown Racecourse. There are many arts venues (theatres, cinemas, live music) and sports clubs in the surrounding area and for cyclists there is access to some of the finest roads.

Benefits include group personal pension plan, 5 x salary life assurance, cycle to work scheme as well as complimentary lunches and refreshments during

term time.

Terms and conditions

This is an office based role.

Hours

Working Monday to Friday, 37.5 hour week, for 38 weeks per year.

This is a term time only position plus an additional 4 weeks out of term time. This will include Wednesdays, Thursdays, and Fridays during GCSE and A-Level results weeks, all INSET days and staff non-contact days, and the first and last days of the Christmas, Easter, and summer holidays. The remaining days to be agreed with the head of marketing

Salary

£27,300 per annum, £22,850 actual salary



HOW TO APPLY

Please ensure you read the job information pack carefully, as well as the school's Recruitment, Disclosures and Selection Policy, Safeguarding Policy and Applicant Privacy Policy on our [website](#).

Applicants are asked to provide a letter in support of their application addressed to the head of HR, Mrs Christine Goble.

Please note: applications should be submitted by email and sent to jobs@claremont.surrey.sch.uk

Documents must either be in Microsoft Word or *pdf format as we are not able to accept any other type of file.

All applications will be acknowledged by email within one working day of receipt. Please contact Human Resources on 01372 473720 should you have any questions or if you have not received an acknowledgement. References may be taken up at any stage during the recruitment process.

Claremont Fan Court School and its staff are committed to safeguarding the welfare of children. Successful applicants will be required to undergo screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service. It is an offence for any person barred from working with children to apply for this post.

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