

JOB DESCRIPTION

POST TITLE	:	Senior Content Creator
LOCATION	:	On Site Delivery
SALARY	:	Up To £30,064
RESPONSIBLE TO	:	Head of Marketing
CLOSING DATE	:	5.00pm, Tuesday 20 January 2026
INTERVIEW DATE	:	Wednesday 28 January 2026

Main Purpose of the Post

An exciting and versatile senior content writing role which will appeal to you if you are a passionate storyteller, experienced in writing for a range of digital and traditional channels.

We are seeking a committed, creative communicator who will thrive from the buzz of a busy marketing office. As part of the Content Team, you will be at the heart of our creative output, covering events like graduation to telling students' success stories, playing your part in developing key campaigns and straplines to capturing the thrill of results day. You will be responsible for developing and executing multimedia content strategies that engage our diverse audiences and reinforce our brand identities.

This is an opportunity to be part of a passionate and enthusiastic team that works well together. If you are looking for a stimulating position in a high-paced, reactive and highly productive environment, this is the job for you.

This role requires exceptional creativity, strategic thinking and the ability to collaborate effectively with departments across the college, including admissions, learning divisions and student experience.

We are looking for a storyteller who can maintain impeccable brand consistency while producing a high volume of quality content for multiple channels. If you thrive in a fast-paced, collaborative environment and have a passion for creating content that makes an impact, we encourage you to apply.

Main Responsibilities

- 1 Create a diverse range of high-quality content, including but not limited to compelling copy, course information, interviews, short-form video for social media, photography, blog articles, email campaigns and website content.
- 2 Work collaboratively with graphic designers and videographers to bring creative concepts to life. You will conduct interviews with staff, students and alumni to uncover powerful stories.
- 3 Skilfully repurpose existing content for different formats and optimise all output for various content platforms, ensuring maximum reach and engagement
- 4 Ability to create compelling story led content that engages audiences through digital channels

- 5 Maintain the highest standards of spelling, grammar and punctuation in line with the college's brand guidelines
- 6 Ensure all content adheres to college policies, including brand guidelines and safeguarding procedures. Maintain a well-organised structure to all your work
- 7 Stay up to date with marketing trends, developments and technologies
- 8 Carry out regular market reviews to ensure up-to-date knowledge of competitor activity and customer requirements
- 9 Support where required with ad-hoc projects
- 10 To work with the Marketing Manager to ensure content aligns to overarching strategic objectives
- 11 Supporting the marketing function at open evenings and awards evenings throughout the year
- 12 Supporting the maintenance of the Course Information System to ensure course content is live and accurate on the website
- 13 Undertake other duties as required by the Marketing Manager in order to achieve the job purpose.
- 14 Provide support during crises or for key reputation management activities as required
- 15 Follow safe working practices and procedures personally (such as the wearing of safety equipment where necessary) in line with Health and Safety regulations.
- 16 To represent the College professionally at external meetings, exhibitions and other external events.
- 17 To assure full compliance with key policies, notably Equality & Diversity, Health and Safety and Safeguarding.
- 18 To undertake invigilation duties from time to time.
- 19 To carry out such other duties as the Principal may reasonably request.

This job description is a summary of the key areas of responsibility. It is not a definitive list. You will be required to work flexibly to meet the needs of the service and, along with your line manager, make suggestions to vary the scope and application of your responsibilities within a reasonable framework appropriate to this level of post.

HOURS

37 hours per week which are agreed with the Line Manager. A flexible approach to the working hours is required, in line with the needs of the college.

PERSON SPECIFICATION

POST: Senior Content Creator

QUALIFICATIONS

- | | | Essential (E)
Desirable (D) | To be identified
by: |
|---|---|--------------------------------|-------------------------|
| 1 | Educated to degree level or above in a relevant subject area (i.e. Journalism/English/Marketing) experience | E | Application form |

KNOWLEDGE

- | | | | |
|---|--|---|--------------------------------|
| 1 | Well developed interpersonal and communication Skills | E | Application form/
Interview |
| 2 | Excellent analytical skills | E | Application form/
Interview |
| 3 | Well organised and capable of meeting strict Deadline | E | Application form/
Interview |
| 4 | Excellent writing skills, showing passion and Enthusiasm for the subject | E | Application form/
Interview |
| 5 | Experience in using social media scheduling tools | D | Application form/
Interview |
| 6 | Accuracy reliability and good timekeeping | E | Application form/
Interview |
| 7 | Ability to support the needs of the Marketing team | E | Application form/
Interview |

EXPERIENCE

- | | | | |
|---|---|---|--------------------------------|
| 1 | Evidence of personal achievement in a similar role | E | Application form/
Interview |
| 2 | Experience of working effectively within a marketing unit as part of a team | D | Application form/
Interview |
| 3 | Experience of effectively utilising a broad base of Marketing channels | D | Application form/
Interview |
| 4 | Significant experience in producing written marketing Content | E | Application form/
Interview |
| 5 | Experience of writing for educational institutions | D | Application form
Interview |

6	The ability to write good, clear copy in a variety of styles and tones of voice with impeccable spelling and grammar	E	Application form/ Interview
7	Ability to follow instructions and work independently (Particularly when researching and developing creative ideas)	E	Application form/ Interview

PERSONAL

1	Commitment to the delivery of excellent support to our students	E	Interview
2	Excellent communication Skills	E	Application form/ Interview
3	Good teamworking skills and commitment to Teamworking	E	Application form/ Interview
4	A commitment to ongoing professional development	E	Application form Interview
5	Enthusiasm for the role of further education in building futures and changing lives	E	Application form/ Interview
6	Interest in digital marketing, advertising and Creative writing	D	Application form/ Interview
7	Logic, creativity and imagination	E	Application form/ Interview
8	Self-motivation, flexibility and the ability to adapt	E	Application form/ Interview
9	Confidence, enthusiasm and determination	E	Application form/ Interview

STANDARD COLLEGE REQUIREMENTS

1	Commitment to the delivery of excellent teaching and support to our students	E	Interview
2	Good teamworking skills and commitment to teamworking	E	Interview
3	The College is committed to safeguarding and expects all staff to share that commitment	E	Application form/ Interview/DBS/ References

4 Regular and Reliable Service*
(the College does not wish to appoint
individuals with a high sickness record where
there is no underlying medical reason)

E

References/
Occupational
Health Assessment

**Note this does not affect any individual's rights under the Equality Act. The College wishes to promote the recruitment of disabled staff and would endeavour to make reasonable adjustments where practical. Disabled applicants who meet the essential criteria will be guaranteed an interview.*