



## JOB DESCRIPTION

POST TITLE	:	Social Media Creator
SALARY	:	Up to £24,559
RESPONSIBLE TO	:	Content Lead
CLOSING DATE	:	5.00pm, Tuesday 7 April 2026
INTERVIEW DATE	:	Thursday 16 April 2026

### **Main Purpose of the Post**

Burnley College is looking for a driven, ambitious and creative Social Media Content Creator to help us tell our story in bold and engaging ways, This is not a desk-based scheduling role.

We want someone with energy and initiative who will get out across campus, build relationships, uncover powerful stories and turn them into compelling digital content.

You will take ownership of day-to-day social media content creation across our channels, combining strong writing skills with confident photography and filming, editing and on-the-spot creativity. You will play a key role in growing our reach, strengthening engagement and showcasing the life and opportunities of Burnley College.

This role would suit someone early in their marketing career who is hungry to learn, develop and make their mark. We want someone curious, proactive and confident enough to approach people, capture real moments and turn them into content that feels authentic and exciting.

You should be comfortable working flexibly, including occasional evening or weekend events throughout the year.

### **Main Responsibilities**

- 1 Proactively seek out student, staff and employer stories across the college.
- 2 Film and edit engaging short-form video content primarily for Instagram, TikTok, Facebook and LinkedIn.
- 3 Capture photography and behind-the-scenes content at lessons, events and college activities.
- 4 Write clear, engaging and audience-focused social media copy.
- 5 Create content using a smartphone and edit using appropriate software and apps.
- 6 Create videos with a fast turnaround including for events and Senior Management Team.
- 7 Support campaign activity with creative, timely and relevant digital content.
- 8 Build and maintain a well-organised content library of video and photography for future use.

### **Social Media Management**

- 9 Support the planning and scheduling of content across all key platforms.
- 10 Maintain consistency in tone of voice and brand standards.
- 11 Regularly monitor and respond to comments and direct messages to address urgent queries and maintain strong customer relationships.
- 12 Conduct social media listening on across all platforms to identify success stories and repurpose them for Burnley College's channels.
- 13 Spot and respond to trends in a way that feels authentic to Burnley College.
- 14 Contribute ideas for recurring features, student takeovers and themed content series.
- 15 Monitor engagement and support basic reporting on performance and growth.

### **Relationship Building**

- 16 Attend division team briefs to liaise with departments and identify potential success stories (e.g., A Levels, Creative Industries & Computing, Construction).
- 17 Build positive working relationships with curriculum teams, support services and leadership teams.
- 18 Make students feel confident and excited to take part in content.
- 19 Work closely with the wider Marketing Team to support campaigns, events and recruitment activity.
- 20 Represent the Marketing Team professionally across college.

### **Development and Innovation**

- 21 Stay up to date with emerging social media trends, formats and platform updates.
- 22 Suggest new ideas to improve reach, engagement and storytelling.
- 23 Continuously improve filming, editing and content creation skills.



## PERSON SPECIFICATION

**POST: Social Media Content Creator**

**DIVISION: Marketing**

### **KNOWLEDGE**

1	Good working knowledge of Instagram, TikTok, Facebook and LinkedIn	E	Application form/ Interview
2	Understanding of what makes engaging short-form video content	E	Interview
3	Basic understanding of analytics and performance reporting	D	Application form
4	Photography skills	D	Application form

### **EXPERIENCE**

1	Confident filming and editing content on a smartphone	E	Application form
2	Strong written communication skills with attention to detail	E	Application form
3	Strong organisational skills and ability to manage multiple tasks	E	Application form
4	High level of digital literacy	E	Application form
5	Experience using editing software such as Adobe Premiere Pro, CapCut or similar	D	Application form
6	Experience in an education or youth-focused environment	D	Application form

### **PERSONAL**

1	Energy, drive and ambition to go out and find great stories	E	Application form/ Interview
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2	Creative mindset with the confidence to suggest new ideas	E	Application form/ Interview
3	Ability to build relationships quickly and work collaboratively	E	Application form/ Interview
4	Demonstrate confidence in delivering occasional presentations for student groups and staff	D	Interview

### **STANDARD COLLEGE REQUIREMENTS**

1	Commitment to the delivery of excellent Service to our students	E	Interview
2	Good teamworking skills and commitment to teamworking	E	Interview
3	The College is committed to safeguarding Application and expects all staff to share that commitment	E	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 2010, the College would wish to promote the recruitment of disabled staff and would endeavour to make reasonable adjustments where practical. Disabled staff who meet the essential criteria will be guaranteed an interview.*