

JOB DESCRIPTION

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| POST TITLE | : | Digital Content Creator |
| SALARY | : | Up to £28,579 |
| RESPONSIBLE TO | : | Content Lead |
| CLOSING DATE | : | 5.00pm, Monday 22 June 2026 |
| INTERVIEW DATE | : | Thursday 2 July 2026 |

Main Purpose of the Post

To proactively create engaging, high-quality digital content that showcases the achievements, opportunities and experiences of students, staff and stakeholders, while strengthening engagement, growing audience reach and maintaining Burnley College's brand standards across all digital channels.

- 1 Proactively seek out student, staff and employer stories across the College.
- 2 Produce rich, evergreen digital content including written case studies, video profiles and web features that celebrate the achievements of staff, students and stakeholders.
- 3 Film and edit engaging video content for Instagram, TikTok, Facebook, LinkedIn and College websites.
- 4 Capture photography and behind-the-scenes content within lessons, events and College activities.
- 5 Write clear, engaging and audience-focused copy for social media, web and email with an awareness of SEO.
- 6 Create content using a smartphone and edit using appropriate software and apps.
- 7 Create videos with a fast turnaround, including for events and Senior Management Team.
- 8 Support campaign activity with creative, timely and relevant digital content.
- 9 Grow and maintain a well-organised content library of video, photography and written assets.

- 10 Support the planning and scheduling of content across all key platforms.
- 11 Maintain consistency in tone of voice and brand standards
- 12 Regularly monitor and respond to comments and direct messages to address urgent queries and maintain strong customer relationships.
- 13 Conduct social media listening across all identifying platforms to identify success stories and repurpose them for Burnley College channels.
- 14 Contribute ideas for recurring features, student takeovers and themed content series.
- 15 Monitor engagement and support basic reporting on performance and growth
- 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 gathering.
- 19 Work closely with the wider Marketing Team to support campaigns, events and recruitment activities.
- 20 Represent the Marketing Team professionally across college.
- 21 Identify and respond to trends in a way that feels authentic to Burnley College.
- 22 Stay up to date with social media formats, platform updates and SEO best practice.
- 23 Suggest new ideas to improve reach, engagement and storytelling.
- 24 Continuously improve filming, editing and content creation skills.

HOURS

Core hours are between 8.30 – 5.00 pm every day and teams are expected to work flexibly in regards to their start and end times, subject to the needs of the learners and the wider team. Hours can fall outside of the core hours detailed above, including occasional evening or weekend events throughout the year.

PERSON SPECIFICATION

POST: Digital Content Creator

Division : Marketing

QUALIFICATIONS

| | | Essential (E) To be identified by : |
|---|---|-------------------------------------|
| | | Desirable (D) |
| 1 | A qualification or relevant experience in Marketing, Journalism or Business | E Application form |
| 2 | GCSE English at Grade C/5 or above | E Application form |

KNOWLEDGE

| | | |
|---|--|------------------------------|
| 1 | Good working knowledge of digital Content channels including Instagram, TikTok, Facebook, YouTube and LinkedIn, as well as web and email | E Application form/Interview |
| 2 | Understanding of what makes engaging video and written content | E Application form/Interview |
| 3 | An awareness of SEO principles and how content can be optimised for longevity and search | E Application form/Interview |
| 4 | Basic understanding of analytics, performance reporting and SEO tools | D Application form/Interview |

EXPERIENCE

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|---|---|------------------------------|
| 1 | Confident filming and editing content on a smartphone | E Application form/Interview |
| 2 | Experience using editing software such as Adobe Premiere Pro, Adobe Creative Suite, CapCut or similar | D Application form/Interview |



Experience in an education or youth-focused environment D

Application form/Interview

PERSONAL

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|---|--|---|----------------------------|
| 1 | Energy, drive and ambition to go out and find great stories | E | Interview |
| 2 | Strong written communication skills with attention to detail | E | Application form/Interview |
| 3 | Creative mindset with the confidence to suggest new ideas | E | Interview |
| 4 | Strong organisational skills and ability to manage multiple tasks | E | Application form/Interview |
| 5 | Ability to build relationships quickly and work collaboratively | E | Interview |
| 6 | High level of digital literacy | E | Application form/Interview |
| 7 | Confidence in delivering occasional presentations for student groups and staff | E | Interview |
| 8 | Photography skills | E | Application form/Interview |