

JOB DESCRIPTION: CONTENT PRODUCER

University College School (UCS) is one of the top independent schools in the UK. Operating as three schools at separate sites in Hampstead, it educates 1200 pupils from age 4 to 18. The main aims of the school are the pursuit of academic excellence with an emphasis on intellectual curiosity, independence of mind and breadth of study. For further information about UCS, refer to our website www.ucs.org.uk

JOB DETAILS

Job Title:	Content Producer
Hours:	Monday – Friday 8:30am-4:30pm (including an unpaid hour for lunch)
Contract:	Permanent, 35 hours per week, year-round
Location:	Senior School (Frognaal, Hampstead) with some flexibility with regards work from home
Reports to:	Communications Manager

JOB PURPOSE

To develop on brand, high quality written and visual communications for University College School. This notably includes writing and editing copy and developing content with a particular focus on school publications, website, the school's social media accounts and press releases. To curate a consistent and up-to-date brand message, promoting the school and celebrating its ethos and distinctiveness.

CORE RESPONSIBILITIES

- Writing and editing content for school publications including newsletters, magazines and other branded materials
- Supporting the development of UCS online publications and advertisements to meet brand guidelines and consistency
- Managing and monitoring the School's digital presence via social media channels, including the development and execution of our social media calendar in line with key events. Platforms include Facebook, Instagram, Twitter and LinkedIn

- Regularly updating parent portal and website content, liaising with external agencies to ensure the best user experience for visitors
- Working closely with teachers, support staff and external partners to identify stories and prepare school news
- Ongoing analysis and performance reporting of website and campaign activities using google analytics and other tools
- When needed, supporting the Digital Media Creator to photograph and video day to day events at UCS ensuring photo permissions are kept up to date
- Maintaining good SEO practices across all content
- Monitoring competitor marketing activities

This list is not exhaustive and there will be a requirement to undertake any other duties that may reasonably be required.

REQUIREMENTS FOR THE POSITION

- A good graduate degree or equivalent level of experience.
- Experience in marketing or journalism, with knowledge of how to liaise with the press.
- An interest in education and an awareness of pertinent issues relevant to independent schools.
- Outstanding written and verbal communication skills.
- Confident and creative in using digital and social media.
- Tech literate and can learn new software with ease
- Experience in managing social media channels
- Ability to analyse website and social stats via reporting tools e.g. Google Analytics
- A positive can-do attitude and great team work
- The ability to build relationships with colleagues in school and external agencies.
- Self-motivated, organised and able to work under time pressure.

TERMS

The salary for the post will be between £30-£35,000 per annum. Benefits include a contributory staff pension scheme, interest free housing and season ticket loans, discounted use of the on-site gym facilities (UCS Active) and free lunches.

UCS is fully committed to the welfare and safeguarding of children. All applications for this post must be prepared to undergo child protection screening and a full Disclosure and Barring check.