

**Job title**                    **Social Media Content Creator (Short-Form Video)**

**Reports to**                **Director of Communications**

### **Job purpose**

The Social Media Content Creator (Short-Form Video) is a newly established role that will support the development and production of creative, engaging, and brand-aligned visual content for Eton College's digital channels.

We are looking for someone with proven experience of using content to spark the imagination and engagement of your people bringing Eton College to life for those following us online.

This includes planning, filming, editing short-form video and some photography content for social media, website and internal comms. This role will work closely with the Digital Content Producer and wider Communications team to bring the College's stories to life in fresh and visually compelling ways.

### **Key tasks and responsibilities**

- Capture high-quality short form video content across the College site. Including events, performances, but most importantly daily boarding life;
- Plan and produce dynamic short-form video pieces suitable for platforms such as Instagram, YouTube shorts and TikTok;
- Work closely with the Digital Content Producer to attend film shoots where social content can be captured, and to develop and deliver strategic content that meets objectives, ensuring consistency in brand and storytelling;
- Attend and document key parts of school life, ensuring engaging content is captured and shared as appropriate;
- Collaborate with the Communications Manager to identify opportunities, generate ideas and turn them into visually compelling, brand-aligned content for social media.
- Edit short-form content using Canva, Davinci Resolve, Adobe Premiere Pro, Photoshop, and lightroom (or similar);
- Ensure all video content complies with copyright, licensing, and intellectual property laws, including music, stock footage, images, graphics, and other media
- Advise the team on copyright-safe alternatives, such as royalty-free or original content, and integrate them where necessary.
- Ensure all final outputs are cleared for publication across internal and external channels.
- Maintain a consistent look and feel aligned with Eton's brand identity;
- Collaborate with Communications Team to develop storyboards, scripts and creative concepts in a timely way;

Last Updated: December 2025

This role profile highlights the key tasks and responsibilities of the role, it is not designed to be an exhaustive list of duties. Roles naturally change and develop over time and it is expected that incumbents will perform tasks which are not included within their role profiles.

- Support (as needed) live and pre-recorded video shoots with lighting, camera operation, and set preparation;
- Build relationships with internal stakeholders across the organisation and work with them to prioritise content that aligns with channel strategies and meets objectives;
- Stay up to date with social media trends, platform updates and best practices to keep content relevant and impactful, and act as an internal expert in digital content and channels that could be used to reach the College's target audiences;
- Manage digital assets, ensuring efficient storage, tagging and organisation for future use;
- Assist in maintaining photography and video equipment;
- Ensure that content adheres to safeguarding, copyright, privacy, and brand standards;
- Experience and understanding of informed consent processes and managing consent forms.
- Knowledge of accessibility best practice for social media content;
- All employees of Eton College are also expected to:
  - Develop a good understanding of safeguarding procedures, given all positions at Eton are classed as 'regulated activity';
  - Demonstrate a commitment to safeguarding and promoting the welfare of children. This includes but is not limited to completing safeguarding training as required, complying with all safeguarding procedures and ensuring any safeguarding updates issued by the College are read and understood;
  - Understand and comply with procedures and legislation relating to confidentiality;
  - Display a commitment to and promotion of equality, diversity and inclusion.

### **Skills and competencies required**

To be successful in this role, you will need:

- Proven experience in shooting short-form video content and editing to tight deadlines;
- Proven expertise in digital storytelling, with the ability to leverage social media trends to engage key audiences and reach objectives;
- Proficiency with iPhone, DSLR cameras, lighting equipment and editing software (Canva, Davinci Resolve, Adobe Creative Cloud, Lightroom, Photoshop);
- A creative eye for composition, storytelling and pacing;
- Familiarity with social media trends and digital content best practices
- Knowledge of accessibility best practice for social media content;
- The ability to work independently and manage multiple projects on tight deadlines;
- The personality to work well in a school environment, and an interest and passion for education;
- A flexible, proactive, and collaborative approach, with a willingness to work some evenings and weekends;
- A portfolio / showreel of relevant content.

You may enjoy this role if you:

- Have excellent communication and organisational skills;

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- Have experience as a still's photographer;
- Have experience successfully launching a TikTok channel for a charity or business;
- Have experience using Hootsuite (or a similar social media management tool);
- Have experience working in the charity, education, or youth sectors.

**Working pattern**

- You will be required to work **40 hours per week, term time only** in line with state school term dates.
- Hours of work will usually be Monday to Friday, 9am to 6.00pm, however flexibility will be required as you may need to work some evenings and weekends to cover the key events of the School.

**Disclosure checks**

Eton College is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including, but not limited to, reference checks with past employers, an Enhanced Disclosure from the Disclosure and Barring Service (including Barred List information), an online search and, where applicable, Prohibition checks. If you are successful in your application, you will be required to complete a DBS Disclosure Application Form. Any information disclosed will be handled in accordance with any guidance and/or Code of Practice published by the DBS. The College is exempt from the Rehabilitation of Offenders Act 1974 and therefore all convictions, cautions, reprimands and final warnings (including those which would normally be considered as "spent" under the Act) must be declared, subject to the DBS filtering rules. It is a criminal offence for any person who is barred from working with children to attempt to apply for a position at the College.

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