



ST JOSEPH'S COLLEGE

Job Description

Content Marketing Lead

January 2026

stjos.co.uk

The Opportunity:

The Content Marketing Lead is an exciting role for a creative, digitally fluent professional with strong storytelling, editorial and organisational skills. It suits someone who thrives in crafting engaging content that connects with the audiences.

The successful candidate will lead the planning, creation and management of communications across key channels including the website, social media, email, video and print. This work will bring the College's story to life, thereby strengthening brand visibility, enhancing audience engagement and supporting recruitment outcomes.

Working closely with the Director of Marketing and Engagement and the Marketing Manager, the Content Marketing Lead will help deliver a forward-looking, insight-driven content strategy aligned with the College's values and character. They will play a central role in shaping how St Joseph's College is presented to current and prospective families.



The Specifics:

Content produced in this role will support storytelling across the full breadth of College life: Nursery, Prep, Senior School, Sixth Form and Boarding. The role will be responsible for generating and curating stories from the curriculum, teaching and learning, enrichment, and pastoral care, ensuring that the richness of school life is communicated authentically and consistently.

Working collaboratively with the Admissions team, academic staff, and pastoral leads, the Content Marketing Lead will ensure that all content is aligned with the pupil recruitment and retention journey, enhancing the College's reputation locally, nationally and internationally.

In addition, the role will support the promotion of non-pupil fee initiatives and broader community engagement.



The Environment:

St Joseph's College is an independent school with Christian values that gives students space to thrive. Being part of the St Joseph's community is a one-in-a-lifetime experience. We provide a stable foundation for students and we take happiness very seriously.

At St Jo's we support the intellectual, spiritual, physical and emotional growth of every pupil. We firmly believe that children who thrive are the happiest of all and this creates an environment that is inspirational for staff as well as students.

An energetic and forward-thinking College, St Jo's is a day and boarding school for boys and girls aged 2-19 years.



The Small Print:

Working Hours: 8.30am to 5.00pm Monday to Friday. This is a year-round role working 37.5 hours per week. There will be a requirement to work on some evenings and weekends at key College events.

Annual Leave: The postholder will be entitled to 28 days' annual leave, plus bank holidays.

Working Arrangements: Hybrid working arrangements, comprising one day a week from home, will be considered in line with operational requirements.

Pay Scale: £33,649 - £35,265 per annum (depending on experience)

Reporting Line: Director of Marketing and Engagement (DME)

Staff Benefits: The College offers fee remission to staff. A percentage of tuition day fees will be waived for members of staff whose child has enrolled and been accepted via the normal entrance assessment process. The concession rate for this post is 50%.

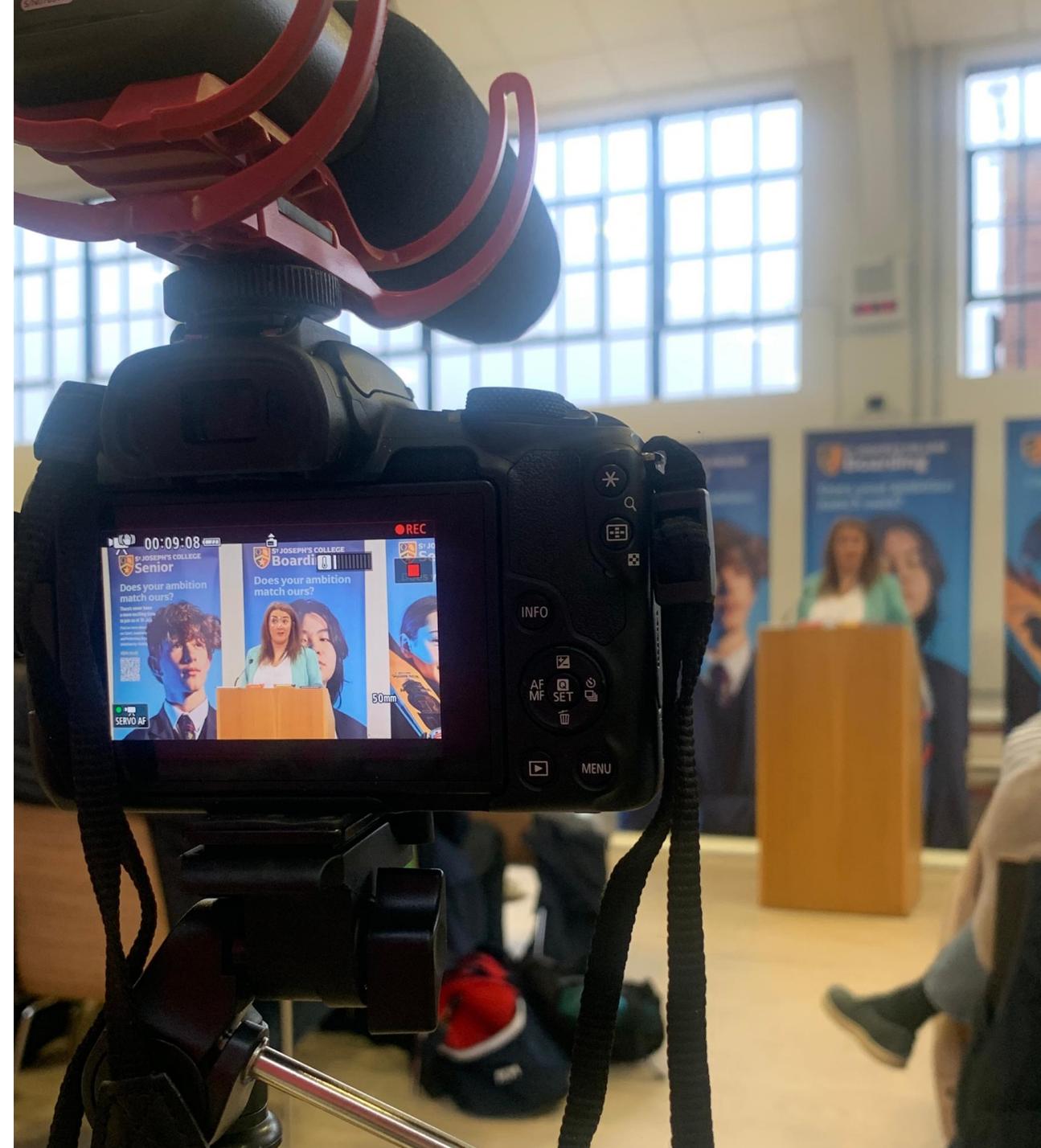


Team St Jo's

Key relationships with: Head of Prep School, Director of Sport, Director of Business Development and Operations, Head of Sixth Form, Head of Boarding and Heads of Faculty.

The Content Marketing Lead will have line management responsibilities for the Communications Officer.

There will be a good working relationship with other key constituents of the school, including the Principal and the Senior Leadership Team (SLT) and other teaching and support staff. A critical success factor of the post is the ability to build rapport and develop strong relationships.



Characteristics:

The Content Marketing Lead is a key creative role within the Marketing and Engagement team. This individual will be responsible for shaping, producing and managing compelling digital and written content across all channels, ensuring St Joseph's College presents a vibrant, authentic and engaging story to prospective and current families.

This role is ideal for a highly organised, imaginative content creator who understands how to tailor narratives to different audiences and platforms. They will bring the College's values to life through rich storytelling that strengthens engagement, enhances brand reputation and supports recruitment and retention.

Specific responsibilities:

The Content Marketing Lead will deliver an insight-driven, proactive content strategy that reflects the breadth of College life and the school's strong selling points. They will gather stories from across the community: from Nursery, Prep, Senior School, Sixth Form and Boarding, as well as from curriculum, teaching and learning, enrichment, sport, performing arts and pastoral care; always ensuring St Joseph's College is consistently presented as a warm, aspirational and dynamic environment.

The post-holder will oversee the day-to-day management of digital channels, develop multi-media content, and ensure the College voice remains consistent, compelling and contemporary.

Content Strategy & Production:

- Create and manage digital and written organic content across all channels including website, blogs, organic social media, email campaigns, and printed collateral.
- Plan and execute a year-round content calendar aligned with recruitment cycles, seasonal milestones and College priorities.
- Ensure all content is aligned to the brand tone of voice, values and messaging.
- Proactively source stories from staff, pupils, parents and the wider community, ensuring coverage across curriculum, pastoral care, enrichment, achievements and whole-school life.

Visual & Multi-Media Creation:

- Produce high-quality visual content, including photography and short-form video series that support storytelling and audience engagement.
- Plan, capture, and undertake light-touch editing of video content, delivering outputs suitable for use across digital and social media platforms.
- Demonstrate proficiency in video editing software such as CapCut, Adobe Premiere Pro, or equivalent tools, applying appropriate editing techniques to deliver polished, on-brand content.
- Maintain a high-quality, well-organised image and video library for use across College channels, compliant with College policies.

Digital Channel Management

- Oversee and manage the College's social media channels, ensuring timely, engaging, accurate and safe posting.
- Maintain the College website content, ensuring pages are up to date, visually strong and SEO-optimised.
- Manage online community engagement, responding to questions and comments appropriately and in line with College guidelines.

Insight, Reporting & Optimisation

- Monitor analytics across the website, online platforms and social media to evaluate performance.
- Provide regular reports to the Director of Marketing and Engagement with insights and recommendations.
- Optimise SEO and ensure all digital content supports discoverability and engagement.
- Test and refine content formats based on audience response, conversion data and best practice.

Leadership & Collaboration

- Line manage and support the Communications Officer, ensuring quality control and consistent workflow.
- Work collaboratively with Admissions team to ensure content supports the recruitment funnel from first impression to enrolment.
- Build strong relationships with academic, pastoral, sporting and enrichment staff to capture authentic stories from across the College.
- Support wider team initiatives such as events, publications and promotional campaigns.

Relationship Management :

- Develop relationships and opportunities to work more closely and creatively with partners and cultivate new relationships to ensure that our profile is high locally, nationally and internationally.

Other:

- Undertake other tasks as reasonably required by the Principal or Director of Marketing and Engagement.

This job description will be reviewed annually and may be subject to amendment or modification at any time after consultation with the post holder. It is not a comprehensive statement of procedures and tasks but sets out the main expectations of the School in relation to the post holder's professional responsibilities and duties.

St Joseph's College, as an aware employer, is committed to safeguarding and promoting the well-being of children and young people as its number one priority. Robust recruitment selection and induction procedures operate throughout the College and extend to services linked on its behalf.

Person Specification:

	<u>Essential</u>	<u>Desirable</u>
Educational qualifications	<ul style="list-style-type: none">• A good standard of education, educated to A-level or Level 3 qualification (or equivalent)	<ul style="list-style-type: none">• Educated to degree level• A-level English
Experience	<ul style="list-style-type: none">• Proven experience in a content marketing or content-led role with a demonstrable record of delivering effective digital content	<ul style="list-style-type: none">• Experience of working in a marketing or communications role within the education sector• Experience of developing and delivering marketing content aimed at an international audience
Communication skills	<ul style="list-style-type: none">• A natural storyteller with a strong understanding of narrative, tone of voice and audience• Highly creative with excellent written and visual communication skills• Strong editorial judgement and a clear eye for what makes compelling content	<ul style="list-style-type: none">• Experience of writing accurate, concise and impactful copy• Ability to monitor local, national and international competitors and ability to disseminate key insights• Strong interviewing skills, with the ability to gather stories sensitively from pupils, staff and parents

Person Specification:

	<u>Essential</u>	<u>Desirable</u>
Digital and technical skills	<ul style="list-style-type: none">• Proficiency in video editing software such as CapCut, Adobe Premiere Pro, or equivalent• Digitally confident, with hands-on experience using social media management tools, email marketing systems and content creation tools• Experience using a website content management system, such as WordPress or an equivalent platform, to create, edit and maintain web content• Experience developing SEO-friendly content and optimising websites• Data-aware, with the ability to interpret analytics and performance metrics to inform and improve content	<ul style="list-style-type: none">• Skilled in Adobe Creative Cloud, Canva, or equivalent tools• Understanding of safeguarding considerations for digital content involving children.• Understanding of GDPR requirements and processes
Disposition and attitude	<ul style="list-style-type: none">• Organised, efficient and able to manage multiple projects and deadlines simultaneously• A positive, proactive and 'can-do' attitude• Results-focused, confident and self-motivated• Hardworking and adaptable to the changing needs of the department• Ability to establish rapport and collaborate confidently with staff and partners, building positive and effective working relationships• Solution-focused, with a willingness to in a wide range of activities• High level of personal presentation	

