



**WORK AT
SHIPLEY
COLLEGE**

Media Officer

Shipley College - Great people, great place!

Hours: 37 hours per week

Salary: £23,557 FTE per annum

Closing Date: 9th May 2025 at 9am

Interview Date: TBC

Start Date: ASAP (subject to satisfactory pre-employment checks)

WELCOME TO SHIPLEY COLLEGE

Do you live and breathe TikTok and Instagram?

Do you love creating exciting, engaging videos?

Are you ready to turn your passion for social media into a career?

We've got the perfect opportunity for you.

Join us as a Media Officer and get paid to create content for our social channels every day. You'll be mentored by an International award-winning filmmaker and copywriter, learning the real skills needed to make it in the world of media – from social strategy and campaign planning, to filming, editing and making scroll-stopping content.

You'll be involved in:

- Creating content for TikTok and Instagram
- Learning professional videography and editing techniques
- Planning and filming live events
- Writing captions and copy that connects with young audiences
- Developing creative ideas that help tell the story of Shipley College

If your passion is social media, storytelling and creating video content that stands out – we want to hear from you.

Shipley College is looking for a dynamic media professional with a passion for storytelling



to drive our online presence and enhance our brand identity.

In this pivotal role, you'll shape how the College is perceived within the region, helping us attract and retain students, forge strategic partnerships, and ensure Shipley College remains the top choice in the district.

Your creativity and marketing expertise will play a crucial part in our mission to increase our reach, whilst fostering a vibrant and inspiring environment for students and staff alike.

Your passions: Social media, copywriting, journalism, PR and getting results.

Shipley College is an equal opportunities employer.

Benefits we offer include:	We are looking for someone who is:
<ul style="list-style-type: none">• Enhanced Annual Leave• Enhanced pension contributions• Access to a free gym on-site• Reduced cost of train and bus travel*• Access to free on-site car parks• Professional Development opportunities• Shopping discounts with discount app• Occupational Health Services <p>*qualifying period applies</p>	<ul style="list-style-type: none">• Bursting with Creative ideas!• Passionate about social media (TikTok, Inst/FB, LinkedIn)• Deeply passionate about the written word.• Happy to make/edit videos on their phone or a camera• Willingness to work occasional evenings / weekends• Business-like in their attitude and dress sense• Level 2 or equivalent in maths and English or willing to work towards

How to Apply: Application forms can be obtained from www.shipley.ac.uk. Completed applications should be submitted to jobs@shipley.ac.uk.

Employment offers are subject to pre-employment checks, including DBS, references, online checks and the right to work. Shipley College is committed to safeguarding and promoting the welfare of children, young people and adults and expects all staff to share this commitment.	The College is actively committed to a policy of equality of opportunity for all through education and therefore encourages applications from all regardless of age, disability, economic status, gender, race, religion and beliefs or sexual orientation.
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Job Description

JOB TITLE	Media Officer
RESPONSIBLE TO	Head of Marketing & Communications

INTRODUCTION

The following information is provided to assist staff joining the College to understand and appreciate the work content of their post and the role they are to play in the organisation. However, the following points should be noted:

- Whilst every endeavour has been made to outline all the duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings, therefore, may have been used below, in which case all the usual associated routines are naturally included in the job description.
- Staff should not refuse to undertake work which is not specified on this form, but they should record any additional duties they are required to perform, and these will be taken into account when salaries are reviewed.
- Shipley College is an Equal Opportunities Employer and requires its employees to comply with all current equality policies in terms of equal opportunity for employment.
- Shipley College is committed, where possible, to making any necessary reasonable adjustments to the job role and the working environment that would enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

OVERALL PURPOSE OF THE JOB

- To develop the College brand across all channels, ensuring consistency in messaging and presentation
- To develop engaging content (blog posts, videos, infographics) that communicates the College's values and offerings across all platforms.
- To provide digital marketing expertise to promote the College, courses, initiatives and events internally and externally to local organisations and businesses, potential full-time students, part-time students and apprentices.
- To plan, create, implement and monitor the social media calendar, digital campaigns and email marketing campaigns to help the College achieve its goals.

DUTIES AND RESPONSIBILITIES

- Play a key role in maintaining, evolving and promoting a positive Shipley College brand.
- Be the lead account holder for all Shipley College social media accounts, managing how the college represents itself in appropriately different ways across various platforms.
- Lead on the organisation of the annual series of Shipley College Open Days.



- Use all social media accounts and open days to positively affect Shipley College brand perception to help us achieve our recruitment goals.
- Create engaging content across all platforms via news gathering, excellent copywriting, use of quality imagery and video, and the creation of appealing themes that interest cross-sections of our stakeholders.
- Provide monthly reports to the Head of Marketing & Communications, informing of best performing activity across all platforms, monitoring performance, highlighting trends and suggesting improvements.
- Maintain knowledge of social media platforms, trends and content presentation opportunities.
- Provide guidance to the Marketing Assistant and Events Assistant - in terms of their day-to-day tasks, and their assistance with social media and open days
- Provide guidance to Shipley College colleagues regarding any social media requests, in terms of appropriateness, validity and probability of fulfilling stated objectives.
- Website support - help ensure the website is able to fulfil its role as the 'main shop window' for Shipley College, ensuring it positively affects brand equity and is up to date etc.
- Other online support as required, e.g. Ticket Tailor
- Develop and maintain a thorough understanding of College courses, products and initiatives.
- Liaise with internal departments to gain insights and ensure best possible external College promotion.
- Liaise with external digital agencies where appropriate.
- Support all Marketing & Communications team initiatives as required.

GENERAL

- To demonstrate a positive commitment to the implementation of the College's Equality Diversity and Inclusion Policy and to the maintenance of a culture of continuous quality improvement and innovation.
- To be aware of the responsibilities under the provision of the Health and Safety at Work Act and the Control of Substances Hazardous to Health Regulations (COSHH) in terms of the post holder's own safety and the effects of their actions on colleagues, students and visitors.
- To be responsible for safeguarding and promoting the welfare of young learners and vulnerable adults the post-holder is responsible for or comes into contact with.
- To undertake mandatory training and staff development/CPD training as required by the nature of this post and the range of duties described within this job description.
- To use IT as designated appropriate to the nature of the role.
- To act in accordance with the College's expectations as set out in the Staff Code of Conduct and contract of employment.
- To undertake such other duties commensurate with the grade of the post as may reasonably be required.

PERSON SPECIFICATION

ESSENTIAL CRITERIA

*In your supporting statement please ensure you reference every point in this category. Applications which do not address each point in the essential criteria will not be progressed to interview. **If you do not meet all of the essential criteria, please do not progress with your application.***

Level 2 (equivalent) Qualification in maths or willingness to work towards
Level 2 Qualification in English
Experience of running personal or commercial social media on different platforms, with demonstrable impact - you can film and edit on your phone or desktop software
You're a creative writer and can show it!
Experience in using CMS (Content Management Systems) for web editing and updating
You are full of creative ideas that you've brought to life.

HIGHLY DESIRABLE CRITERIA

These points are scored the same as the essential criteria. In order to score highly, we strongly recommend that you reference every point in this category where possible.

Degree-level qualification in a relevant subject area
Understanding of the mechanisms of successful events delivery, including event objectives, audiences, budget control, timeline, communications and evaluation.
Experience of interpreting data for future activity planning - e.g. Google analytics, web statistics, digital campaign results - or willingness to develop these skills
Ability to work within a teamwork and to use initiative
Ability to be highly organised and to manage and prioritise multiple projects, and to deadlines
Excellent communication skills, with demonstrable experience in developing and maintaining positive relationships with stakeholders
Creative approach to problem solving
Highly motivated and able to inspire those around you to success
Willingness and ability to work flexibly e.g. attendance at evening or occasional weekend events

DESIRABLE CRITERIA

In order to score highly, we strongly recommend that you reference every point in this category where possible.

Knowledge and experience of Equality, Diversity and Inclusion
Knowledge or experience of Safeguarding
Knowledge of the PREVENT agenda

Message from the Principal



Shipleigh College is a wonderful place to start (or to continue) your career and we are delighted that you are considering completing an application for a post with us.

Shipleigh College is a small, friendly place that really cares about every person that comes through the door and we pride ourselves on giving every student the individual

support they deserve.

Situated in the UNESCO World Heritage Site of Saltaire, it is a great place to study and easy to get to by bus, train and car.

Our practical, vocational and work-related courses include Apprenticeships, full-time and part-time courses across a range of Departments. I am delighted that our Student Survey results and employer feedback continue to be extremely positive as we provide a fantastic learning environment for all our students.

We have a fabulous team of colleagues who give up an extraordinary amount of time to support their students and their fellow members of staff. The dedication and attention to quality they exhibit is what makes our College so successful. I am proud of the commitment and hard work of all the college's staff, students and governors and pleased that this has been recognised by Ofsted in our latest inspection.

If you meet the criteria of the post advertised and feel that you would enjoy working here, we hope you will make an application to join us.

We do ask that you accept, in the interests of economy, that if you have not heard from us by the interview date that you will not have been selected for interview on this occasion

Diana Bird
Principal

Shipleigh College Mission Statement

To provide the highest quality, inspirational education and training that meets and exceeds the ambitions of individuals, businesses and communities.

OUR CORE VALUES

Inspirational Culture of Collaboration and Partnership: A team working closely with our stakeholders in a spirit of trust and integrity

Aspiration, Professionalism and Achievement: Striving for excellence in a safe, sustainable environment, while supporting all students to achieve their personal best and to progress to their next steps in work and life

Responsiveness: Meeting the needs and exceeding the expectations of students and employers, both locally and regionally, responding to government initiatives and our local community

Equality and Respect: Celebrating the diversity and inclusion of our students and staff

97% of students agree that the College is a safe place to learn.

96% of students agree that College staff are friendly and helpful.

