



The Purcell School  
*for young musicians*



**Social Media Manager and Content Creator**  
Permanent, Full-Time, to start as soon as possible

INFORMATION FOR CANDIDATES



## INTRODUCTION

Celebrated throughout the world as a centre of musical excellence, The Purcell School is a vibrant, inspiring and distinctive place to work or study. We are a close-knit community dedicated to nurturing some of the world's most talented young musicians and we recognise the unique privilege it is to work with these exceptional students.

Each and every day at The Purcell School offers remarkable stories to tell: rehearsals, performances, masterclasses, tours, creative collaborations, student achievements and the extraordinary life of a world-leading specialist music school. As the School reviews all aspects of its public image and promotional activity, this new role offers an exciting opportunity to shape how The Purcell School presents itself to existing and future students and audiences.

We are seeking an imaginative, highly organised and proactive Social Media Manager and Content Creator to take responsibility for the School's social media presence and day-to-day content creation. This is an exciting opportunity for the right person to develop a compelling digital voice for a unique institution, capturing the energy and vibrancy of School life and helping to grow the School's profile, reach and engagement.

If you are a creative storyteller with excellent judgement, strong technical skills and a genuine enthusiasm for arts education, music and young people's achievements, we would be delighted to hear from you.

Kind regards

A handwritten signature in black ink, which appears to read 'Paul Bambrough'. The signature is fluid and cursive, with a large initial 'P'.

**Paul Bambrough**  
Principal

# ROLE DESCRIPTION

## Social Media Manager and Content Creator

The Social Media Manager and Content Creator will take lead responsibility for managing, developing and curating The Purcell School's social media presence across relevant platforms. This is a new full-time role and will be central to the School's wider review of its public image, brand profile and promotional activity.

You will be responsible for planning, capturing, creating and publishing high-quality digital content that reflects the distinctive character, excellence and energy of The Purcell School. This will include promoting concerts, events, student achievements, partnerships, boarding and school life, admissions activity and the broader identity of the School as a world-leading specialist music school.

You will combine strategic oversight with hands-on delivery as the sole content creator. You will be expected to maintain a clear and consistent tone of voice, grow audience reach and engagement, and ensure that content is timely, creative and aligned with the School's values and priorities. You will work closely with colleagues across the School to identify stories, attend events, gather content and turn the day-to-day life of the School into compelling digital communications.

The role requires someone with strong visual instincts, excellent writing skills, confidence in photography and video creation, and a sharp understanding of how different platforms work. You will need to be self-motivated, highly organised and able to manage multiple deadlines, while also being flexible enough to respond to the fast-moving rhythm of school life.

You will need excellent interpersonal skills and the confidence to work with staff, students, parents and external partners in a professional and sensitive manner. An understanding of safeguarding, confidentiality and reputational awareness is essential, as is the judgement to know what content is appropriate, effective and in keeping with the School's ethos.

This is a fantastic opportunity for someone who enjoys finding and telling great stories, has a genuine interest in music and the arts, and wants to play a significant role in shaping the public profile of an exceptional school.



# TERMS AND CONDITIONS

This is a full-time role over 52 weeks of the year. You will be entitled to 30 days holiday plus Bank Holidays and the period between Christmas Day and New Year.

Competitive salary according to the successful candidate's experience with a contributory pension scheme.

Children of staff are not eligible to be educated at the School except through the normal admissions and audition process.

Lunch can be taken free of charge at school during term time.

## HOW TO APPLY

If you wish to apply, please complete the **School's Application Form** (available on our website) and send it with a supporting Personal Statement, your current Curriculum Vitae and a link to your professional portfolio. The closing date for applications is **Sunday 10th May with first interviews to be held during the week of 18th May**.

Personal statements should outline your experience, subject knowledge and evidence of your achievements. Candidates will be required to bring evidence of identity and Right to Work in the UK to the interview.

If you would like to have an informal telephone conversation with the Principal in advance of making an application, please contact [recruitment@Purcell-School.org](mailto:recruitment@Purcell-School.org) to make an appointment.

**Applications should be made to Paul Bambrough, Principal and sent by email to: [recruitment@purcell-school.org](mailto:recruitment@purcell-school.org)**

## CHILD PROTECTION

The Purcell School is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. All applicants should read the School's Child Protection policy, which is available on our website, and are required to declare any criminal convictions or cautions, or disciplinary proceedings related to young people. Applicants must be willing to undergo child protection screening appropriate to the post, including records checked and processed through the Disclosure and Barring Service (DBS).

## EQUAL OPPORTUNITIES

The Purcell School is an equal opportunities employer and welcomes application from appropriately qualified people regardless of gender, marital status, sexual orientation, race, ethnic origin, colour, nationality, religion, disability or age. Candidates will be assessed against relevant criteria only (i.e. skills, qualifications, abilities, experience) in selection and recruitment.

# JOB SPECIFICATION

The Purcell School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

## **JOB TITLE: Social Media Manager and Content Creator**

All members of staff are ultimately answerable to the Principal.

Your line manager will be the **Bursar in partnership with the PR and Communications Manager.**

**This job specification sets out the principal duties of the post at the time of drafting.**

**Specific responsibilities are as follows:**

### **Job Purpose**

To lead the day-to-day management and development of The Purcell School's social media channels and create high-quality digital content that promotes the life, work and achievements of the School, supports recruitment and reputation-building and helps grow the School's reach and engagement.

### **Key Responsibilities**

#### **Social Media Strategy and Management**

- To take responsibility for the School's social media channels, ensuring that they are active, engaging, consistent and aligned with the School's strategic aims.
- To develop and implement a social media content plan and posting schedule that supports the promotion of concerts, events, admissions activity, student achievements, fundraising priorities and wider school life.
- To help shape and strengthen the School's digital voice and public image during a period of wider review and development of promotional activity.
- To monitor performance across social media platforms and use data and insight to refine content, improve engagement and support audience growth.
- To remain informed about relevant platform developments, content trends and best practice, applying these appropriately within a school context.

#### **Content Creation**

- To capture and create high-quality content for social media and digital communications, including photography, video, short-form written content, interviews, reels, stories and other platform-specific formats.
- To identify and tell compelling stories from across the life of the School, including music-making, performance, teaching, student experience, boarding, partnerships, outreach and alumni activity where appropriate.
- To attend concerts, events and selected school activities in order to gather engaging real-time and planned content.
- To edit and prepare content to a high standard, ensuring it is accurate, on-brand, appropriately captioned and suitable for the intended audience and platform.
- To maintain an organised library of digital assets for future use.

## **Communications and Collaboration**

- To work closely with colleagues across music, academic, pastoral, boarding, admissions and development functions to identify content opportunities and ensure strong coverage of school activity.
- To build positive professional relationships with staff and students in order to encourage content generation and support a culture in which achievements and stories are effectively shared.
- To liaise, where appropriate, with external photographers, videographers, designers and other creative suppliers.
- To contribute to the promotion of key school priorities, campaigns and events through co-ordinated digital communications.

## **Brand, Reputation and Safeguarding**

- To ensure all content reflects the School's ethos, values and standards and presents the School in a positive, authentic and professionally credible way.
- To exercise excellent judgement in relation to tone, appropriateness, confidentiality, permissions and reputational impact.
- To ensure that all content creation and publication complies with the School's policies, including safeguarding, child protection, data protection and consent requirements.
- To help maintain consistency in visual identity and tone of voice across digital channels.

## **General**

- To contribute to the School's wider marketing and communications activities as required.
- To assist with the promotion of major events and occasional whole school activities.
- To be flexible in working hours when required, including some evening and occasional weekend work, in order to cover concerts, events and other important school activities.
- To participate in training, meetings and professional development as required.
- To undertake any other reasonable duties commensurate with the level of the post.

# PERSON SPECIFICATION

## Qualifications and Experience

### Essential

- Experience of managing social media accounts for an organisation, brand or institution in a professional capacity.
- Experience of creating high-quality digital content across a range of formats, including photography, video and written copy.
- Experience of planning and delivering content calendars and campaigns.
- Strong understanding of major social media platforms and how to tailor content effectively for different audiences and channels.
- Experience of monitoring engagement and using analytics to inform decision-making.
- Excellent understanding of brand awareness, audience engagement and digital storytelling.
- Knowledge of safeguarding, confidentiality and professional boundaries in relation to working in a school or with young people, or the ability to develop this quickly and responsibly.

### Desirable

- Experience of working in a school, arts organisation, music organisation or other mission-led institution.
- Experience of promoting live events, performances or creative activity.
- Familiarity with paid social promotion and campaign boosting.
- Experience of using Adobe Creative Suite, Canva and/or professional photo/video editing software.
- An understanding of the independent school sector and/or specialist music education.

## Skills and Abilities

### Essential

- Excellent written communication skills, with the ability to write engaging, accurate and audience-appropriate copy.
- Strong visual and editorial judgement.
- The ability to capture and edit high-quality photo and video content to a professional standard.
- Strong planning and organisational skills, with the ability to manage multiple projects and deadlines effectively.
- The ability to work independently, take initiative and respond quickly to emerging opportunities.
- Excellent interpersonal skills, with the ability to work collaboratively and build effective relationships across a busy school community.
- The ability to represent the School professionally and positively at all times.
- Good IT and digital skills, including confidence using content scheduling, analytics and creative tools.

### Desirable

- Basic graphic design skills.
- Experience of live event coverage and real-time content creation.
- Confidence in interviewing students, staff or visitors and turning conversations into engaging content.
- Experience of website content updates and broader digital communications.

## Personal Attributes

- A genuine enthusiasm for storytelling and for promoting excellence in education and the arts.
- An affinity with the mission and values of The Purcell School.
- Creativity, initiative and energy.
- A flexible and positive approach, with a willingness to contribute fully to school life.
- Excellent judgement and discretion.
- A professional, calm and reliable manner.
- The ability to spot opportunities, generate ideas and see projects through to completion.
- A genuine interest in music and young people's achievement.