

Digital Media Officer

Job Description

General Purpose of Job

The Digital Media Officer will be creatively and analytically minded, with the ambition to build a successful career in education marketing.

The candidate will be able to manage the OHC&AT and OHC social media channels and create content and schedule posts and have experience in digital media content and creation. The overall effect should be able to grow social media following and consistently engage.

Functional links:

The Digital Marketing Officer will be expected to work under the guidance of the Head of College & OHCAT Services Marketing and Head of Academies and Corporate Communications.

The Digital Marketing Officer will liaise with students, colleagues and external partners.

Reporting Relationship:

The Digital Media Officer will report to the Head of College & OHCAT Services Marketing.

Duties and responsibilities

1. Grow social media channels including content creation, scheduling, and analysis.
2. Develop and execute marketing strategies and creative campaigns
3. Design, create and edit engaging content using standard formats

Ability to use design software – InDesign preferred, proficient at Canva as a minimum

4. Schedule content on specialised platforms
5. Analyse/review data for social media campaigns & propose new content
6. Make recommendations based on social media engagement
7. To engage with followers
8. Research competitors
9. Work within brand guidelines and be brand aware

10. Update and edit websites using Word Press
11. Update and edit staff intranet
12. To use MS Office Suite, Scheduling tools such as Buffer, Social Media Platforms such as YouTube, LinkedIn, X, Facebook and Instagram.
13. Being able to work autonomously as well as in a team to deadlines and under pressure effectively.
14. Build relationships with colleagues at all levels to gather content
15. Work flexibly across schools and sites to gather content
16. Deliver creative infographics and supporting visuals for social media
17. To actively promote equality and diversity, recognise and actively challenge stereotyping, prejudice and discrimination ensuring that these principles permeate all working practices.
18. To promote and implement all agreed policy statements, e.g. Safeguarding of Children and Vulnerable Adults, Health & Safety, Equality and Diversity etc.
19. To work at any Academy & College centre as required.
20. To undertake such other duties of a similar nature from time to time as may be required by the Principal.

Digital Media Officer

Person Specification

The person specification shows the abilities and skills you will need to carry out the duties in the job description. Short listing is carried out on the basis of how well you meet the requirements of the person specification. You should mention any experience you have had which shows how you could meet these requirements when you fill in your application form. If you are selected for interview you may be asked also to undertake practical tests to cover the skills and abilities shown below:

If you are selected for interview you may be asked to undertake practical tests to cover the skills and abilities shown below.

Qualifications / Experience	Priority
Educated to Level 3 – A Level (A-C) or equivalent	1
Experienced and high level of written & verbal communication skills	1
Experience of using Microsoft Windows applications / Other information systems	1
Previous experience of working with digital and social media.	1
Previous experience using design software	1
Ability, skills and knowledge	
Ability to travel between sites	1
Ability to take direction and meet deadlines	1
Able to work as part of a team	
Ability to work with minimum supervision	1
Ability to work on a number of projects at once and prioritise workload.	1
Ability to be proactive, use initiative and take personal responsibility for all work.	1
Ability to work with a range of internal and external stakeholders	1

Punctual and reliable	1
Maintain confidentiality where appropriate	1
Able to prioritise and organise own workload	1
Able to demonstrate high levels of accuracy and attention to detail	1
Creative approach to work tasks	1
Able to demonstrate a commitment to safeguarding children and vulnerable adults and to promote and comply with the College's Safeguarding, Equality and Diversity and Health and Safety Policies.	1
Hold a full UK Driving License (Preferred)	

