

MEDIA & IT TECHNICIAN

LEVEL 3

Job title Media & IT Technician**Grade** Level 3**Salary** Grade 3 SCP9 – 22 (£27,254 to £33,699 pro rata)**Responsible to** Strategic IT Operations Manager**Principal working relationships** College leaders, office and curriculum teams, IT colleagues, staff, students and approved external partners

ROLE PROFILE

This is a varied, creative and practical role with a clear emphasis on telling the college's story. The postholder will plan, capture, create and publish engaging content for the college's website, social media channels and other digital communications. Alongside this primary media focus, they will provide dependable first-line IT support, including setting up devices, managing routine user account tasks and helping staff and students use technology confidently.

The role is designed for someone who enjoys moving between creative work and hands-on problem solving. It offers scope to build a strong portfolio of photography, digital content and college communications while maintaining and developing practical IT skills.

The postholder will join a trust wide IT Team who will provide second and third line technical support and training. They will also be required to support the other establishments within the trust with their media requirements, provided workload at the college allows.

1. JOB PURPOSE

- 1.1. Create high-quality, accessible and timely digital content that celebrates learning, achievement, events and the wider life of the college.
- 1.2. Keep the college website and agreed social media channels current, accurate, engaging and consistent with the college and Trust identity.
- 1.3. Work with colleagues to identify positive stories and turn them into suitable photographs, graphics, short-form video and written content.
- 1.4. Provide responsive first-line IT support so that routine technology issues do not interrupt teaching, learning or administration.
- 1.5. Carry out all duties in a way that protects students, respects privacy, follows consent arrangements and meets safeguarding, data protection, copyright and online safety requirements.

2. DUTIES AND RESPONSIBILITIES

DIGITAL CONTENT, PHOTOGRAPHY AND STORYTELLING

- 2.1. Proactively source and develop content ideas that reflect the college's priorities, values, curriculum, enrichment activities and community life.
- 2.2. Attend lessons, celebrations, events, trips and other agreed activities to capture appropriate photographs and short video clips.
- 2.3. Produce clear and engaging captions, news stories, web copy, graphics and short-form multimedia content for different audiences.
- 2.4. Carry out basic photo editing, including selection, cropping, resizing, colour and exposure adjustments, retouching where appropriate, and export for web and social use.
- 2.5. Undertake basic video editing where required, such as trimming clips, combining footage, adding approved titles or captions, improving audio levels and exporting in suitable formats.
- 2.6. Maintain an organised, searchable digital media library with appropriate file names, permissions, retention arrangements and usage information.
- 2.7. Apply the college and Trust visual identity consistently, using approved logos, colours, templates, tone of voice and accessibility standards.
- 2.8. Support the production of digital signage, newsletters, event materials and other communications where these complement the core website and social media work.
- 2.9. Monitor content for accuracy, quality and relevance, and correct or escalate issues promptly.

WEBSITE AND SOCIAL MEDIA

- 2.10. Update and maintain content through the college's website content management system, such as WordPress or an equivalent platform.
- 2.11. Create and format web pages and posts using appropriate headings, links, images, alternative text and accessible document formats.
- 2.12. Check pages regularly for out-of-date information, broken links, presentation issues and opportunities to improve clarity or engagement.
- 2.13. Prepare and publish approved content to the college's agreed social media channels, following the relevant approval process and publishing schedule.
- 2.14. Support simple content planning and scheduling so that communications are balanced, timely and representative of the college.
- 2.15. Use available platform insights to identify which content is reaching and engaging audiences, and share practical observations with relevant colleagues.
- 2.16. Respond to or escalate comments, messages, errors and reputational concerns in line with college procedures. The postholder will not be expected to manage sensitive enquiries without support.

RESPONSIBLE USE OF AI AND DIGITAL TOOLS

- 2.17. Use approved generative AI tools to support ideas, first drafts, image concepts, resizing, transcription or other routine creative tasks where this is appropriate and authorised.
- 2.18. Review, edit and fact-check all AI-assisted output before use. Ensure published content remains accurate, authentic, inclusive and consistent with the college's voice.
- 2.19. Clearly distinguish between authentic college photography and AI-generated or AI-altered imagery, and follow local requirements for approval or labelling.
- 2.20. Keep informed about practical developments in content creation, accessibility, website publishing, social platforms and educational technology, sharing useful learning with colleagues.

FIRST-LINE IT SUPPORT

- 2.21. Provide friendly first-line support to staff and students face-to-face, by telephone, email and approved remote support tools.
- 2.22. Receive, record, prioritise and update requests in the IT ticketing system, documenting the issue and solution clearly.
- 2.23. Set up, configure and deploy desktop computers, laptops, tablets, printers, displays, audio-visual equipment and common peripherals.
- 2.24. Carry out routine user account administration within agreed permissions, including creating or amending accounts, password resets, group membership and access requests.
- 2.25. Install approved software, apply standard configurations and reimagine devices using established processes.
- 2.26. Perform routine checks, updates and basic troubleshooting for hardware, software, network connectivity, classroom technology and audio-visual equipment.
- 2.27. Maintain accurate hardware and software asset records, and help keep equipment secure, tidy, labelled and ready for use.
- 2.28. Escalate complex, security-related or infrastructure issues promptly to the appropriate member of the IT team.
- 2.29. Provide simple guidance and documentation that helps users complete common tasks safely and confidently.
- 2.30. Support the technical set-up of assemblies, presentations and college events where required.

WORKING WITH COLLEAGUES AND STUDENTS

- 2.31. Build positive working relationships and make it easy for colleagues to share potential stories, achievements and upcoming activities.
- 2.32. Give practical guidance to staff on taking usable photographs, providing content information and submitting material in an appropriate format.
- 2.33. Communicate clearly and respectfully with students, recognising the college's special educational needs setting and adapting the approach where needed.
- 2.34. Support students to use creative and digital technology where this forms part of an agreed activity and appropriate supervision is in place.
- 2.35. Plan and prioritise a mixed workload, meeting publishing deadlines while responding appropriately to urgent operational IT issues.
- 2.36. Ask for support or escalate competing priorities when service needs, safeguarding considerations or deadlines conflict.

SAFEGUARDING, PRIVACY AND PROFESSIONAL STANDARDS

- 2.37. Follow the college's safeguarding, child protection, acceptable use, online safety, data protection, records management, copyright and social media requirements at all times.
- 2.38. Check that photography, filming and publication are permitted before capturing or using content, and follow current consent and exception arrangements.
- 2.39. Handle images, recordings, account information and other data securely, sharing them only with authorised people and through approved systems.
- 2.40. Avoid publishing personal information, location details or contextual information that could place a student or member of the college community at risk.
- 2.41. Report safeguarding, privacy, cyber security, copyright or reputational concerns immediately through the correct route.
- 2.42. Maintain confidentiality, professional boundaries and a calm, helpful manner, including when working under pressure.

- 2.43. Undertake appropriate training and professional development and contribute positively to the ethos, vision and aims of the college and Trust.
- 2.44. Attend appropriate meetings, events and progression evenings, and occasionally work outside standard hours where agreed and required.
- 2.45. Carry out other duties that are reasonable and commensurate with the level of the post and support the smooth running of the college.

Role balance: Media and digital content are the defining focus of the role. First-line IT duties provide variety and operational value, but should be planned so that regular content creation and publishing time is protected.

SUPERVISION RECEIVED

Supervising officer's job title: **Strategic IT Operations Manager**

Level of supervision: regularly supervised, with priorities agreed and work checked as appropriate.

PERSON SPECIFICATION

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Unless otherwise stated, assessment will be through the application form and interview. Practical tasks may be used to assess content creation, website editing and basic IT support skills.

Area	Essential	Desirable
Experience	• Creating digital content for an organisation, community group, education setting, personal portfolio or similar audience. • Taking purposeful photographs and selecting suitable images for publication. • Using basic image-editing tools to crop, resize, adjust and export images. • Using IT hardware and software confidently, gained through work, study, volunteering or a strong personal interest.	• Updating a website through WordPress or another content management system. • Creating content for organisational social media channels. • Providing first-line IT or user support. • Working or volunteering in an education focused environment. • Basic video capture and editing.
Creative and communication skills	• A good eye for composition, detail and visual storytelling. • Ability to write accurate, concise and engaging copy for different audiences. • Ability to turn a brief, event or activity into suitable content while respecting context and confidentiality. • Strong written and verbal communication skills. • Ability to build positive relationships and help people feel comfortable when photographs or content are being created. • Good judgement about what is appropriate to capture, publish, amend or escalate.	• Awareness of social media content formats, trends and basic performance insights. • Experience using templates or brand guidelines. • Ability to create simple graphics, captions or accessible multimedia content.
Digital, website and AI skills	• Confidence learning and using website content management systems. • Ability to format web content clearly using headings, links, images and alternative text. • Ability to use approved AI tools responsibly to support creative or administrative tasks. • Ability to review, fact-check and improve AI-assisted output rather than publishing it without human oversight. • Competence with common office and cloud-based applications.	• Practical experience of WordPress or a comparable CMS. • Experience with tools such as Adobe Express, Photoshop, Canva or comparable editing software. • Understanding of search-friendly web writing, image optimisation or website accessibility. • Experience using social media scheduling or analytics tools.

Area	Essential	Desirable
IT support skills	• Ability to set up a computer, connect common peripherals and complete straightforward troubleshooting. • Ability to follow documented technical processes accurately and recognise when to escalate. • A patient, customer-focused approach to supporting users. • Ability to keep accurate ticket, asset and task records. • Basic understanding of user accounts, passwords, permissions and safe handling of access requests.	• Working knowledge of Windows devices and Microsoft 365. • Experience of device deployment, reimaging or software installation. • Basic understanding of Active Directory, Entra ID, Group Policy, networks or audio-visual systems.
Organisation and approach	• Ability to plan and prioritise a varied workload that includes creative deadlines and responsive support tasks. • Able to work independently, use initiative and contribute supportively as part of a team. • Reliable, punctual, organised and careful with equipment and information. • Curious, willing to learn and interested in developments across media, AI, websites and technology. • Flexible and willing to support occasional events outside standard working hours where agreed.	• Experience maintaining a content calendar, media library, asset register or knowledge base. • Evidence of continuing personal or professional development in a relevant area.
Education and training	• GCSEs or equivalent, including English and Mathematics at grade C/4 or above, or the ability to demonstrate an equivalent standard. • Willingness to undertake required safeguarding, data protection, online safety, cyber security and role-specific training.	• A relevant qualification or training in media, photography, marketing, communications, digital design, IT or a related subject. • A portfolio or examples demonstrating relevant creative work.
Knowledge and professional requirements	• Commitment to safeguarding and promoting the welfare of children and young people. • Understanding of confidentiality, consent, privacy and professional conduct. • Ability to work within college and Trust policies, including health and safety, equality, online safety and information security. • Commitment to inclusive, accessible and respectful communications.	• Understanding of UK data protection requirements as they relate to photographs, recordings and online publication. • Awareness of copyright, licensing and responsible use of AI-generated content. • Awareness of the needs of students with physical disabilities and special educational needs.

Additional information

Observance of the Academy's Equal Opportunities Policy will be required.