



WOLVERHAMPTON
GRAMMAR SCHOOL

**CREATIVE CONTENT
DESIGNER**

PROVIDING AN EDUCATION THAT TRANSFORMS LIVES AS WELL AS MINDS

Wolverhampton Grammar School is one of the oldest schools in the country, founded in 1512. As a selective and co-educational independent school for pupils aged 4-18 years, it enjoys an outstanding reputation. This is your opportunity to join an award-winning, nationally recognised and forward thinking School.



We are seeking a talented Creative Content Designer to join our busy Marketing and Admissions department at Wolverhampton Grammar School. Located in a friendly shared office, our team manages all aspects of marketing, communication, PR, and design, playing a vital role in brand awareness, pupil recruitment, and support for parents and alumni.

As the leading Independent school in the city we enjoy an outstanding reputation and put the wellbeing of our staff and students at the heart of everything we do.

Full details and an application pack can be downloaded from www.wgs.org.uk, or can be obtained by contacting Miss Carrie Clines by phone: on 01902 421326 or by emailing: recruitment@wgs-sch.net.



CLOSING DATE FOR APPLICATIONS: WEDNESDAY 30TH OCTOBER 2024, 12 NOON
INTERVIEWS WILL BE HELD WEEK COMMENCING MONDAY 4TH NOVEMBER 2024



INTRODUCTION TO WOLVERHAMPTON GRAMMAR SCHOOL

Wolverhampton Grammar School was founded in 1512 by Sir Stephen Jenyns to provide a “good, moral education” for the children of Wolverhampton.

Although that same impulse motivates us today, children now join our School community from across Wolverhampton, Staffordshire, Shropshire and the wider West Midlands region. We partner with a range of local and national organisations to deliver a rigorous education both within the classroom and outside the School. These associations include the prestigious Merchant Taylors’ Company where our founder was twice elected Master.

Over 500 years later, Jenyns’ school is now an award-winning, successful co-educational independent school with a national reputation and an alumni community that spans over 30 countries.

Our Compton Road campus, located to the west of Wolverhampton spans over 25 acres, with stunning architecture offering a reminder of our School’s rich history. The large school hall, affectionately known as “Big School” by our staff and students is a well known local landmark and reminder of our long, successful heritage.

National award winning and judged “Excellent” in all areas by the Independent Schools Inspectorate, as the leading independent school in the city we enjoy an outstanding reputation and put the wellbeing of our staff and students at the heart of everything we do.



77%
Grade 9-6 (A*-B equivalent) awarded at GCSE



Outstanding Educational Partnerships

70%
A* to B grades awarded at A Level



Talk Education Awards Finalist



A school community that inspires openness, trust and mutual respect

For more information about the School and to download the job description and application form, visit www.wgs.org.uk or contact Carrie Clines telephone: 01902 421326 or email: recruitment@wgs-sch.net

JOB DESCRIPTION: CREATIVE CONTENT DESIGNER

Summary of the role:

We are seeking a talented Creative Content Designer to join our busy Marketing and Admissions department at Wolverhampton Grammar School. Located in a friendly shared office, our team manages all aspects of marketing, communication, PR, and design, playing a vital role in brand awareness, pupil recruitment, and support for parents and alumni.

In this role, you will report to the Director of Marketing and Communications and collaborate closely with the Admissions Registrar and Admissions Officer. As a creative professional, you will be confident in creating new concepts and used to producing exceptional work with a strong portfolio to prove it. You will be experienced with creating a visual language from identity and guidelines, producing collateral for both digital and print channels.

You will take front-line responsibility for managing the design, production, and continuous improvement of print, online, and multimedia communications for the school. Your projects will range from professionally printed promotional materials to in-house communications and running the school's social media accounts. This includes creating visually compelling content for social media platforms, writing engaging posts, and managing the school's social media channels. Your efforts will focus on driving audience engagement, sharing school achievements, and promoting events to current and prospective students and families.

The ideal candidate will form positive working relationships with a wide range of teaching and support staff, students and outside agencies. They will bring a strong background in graphic design, paired with experience in professionally managing social media channels, allowing them to produce visually compelling content that engages our audience across multiple platforms. A proactive approach, the ability to generate innovative design concepts, and a genuine passion for education in its broadest sense are essential for this role.

Contract/Hours of Work:

37.5 hours per week. Full-time. Permanent.

Pay Grade:

Scale TBC

Line Manager:

Director of Marketing and Communications

Main duties and responsibilities:

Promoting and safeguarding the welfare of children and young people for whom you are responsible and with whom you come into contact.

Key Performance Areas:

Design

- Lead with the creation of design concepts for a range of projects with guidance and support from the Director of Marketing and Communications
- Work with the Director of Marketing and Communications to design a yearly magazine (Wulfrunian), termly magazine (The Independent), school literature such as the prospectuses, on and offline press activity and promotional outdoor media etc
- Support teaching staff with the creation of on-brand print and digital marketing materials including brochures, booklets, flyers, invitations, presentations, newsletters, posters, on screen graphics
- Create social media collateral, advertisements and branding assets for Instagram Stories, LinkedIn posts, Facebook banners, TikTok reels etc

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- To support the creation of multi-media content including audio, still images, animation, video, to ensure the school's social media and website is as appealing and interactive as possible
- Liaise with print suppliers to ensure all our promotional materials are produced to the highest standards
- Manage multiple projects simultaneously while meeting deadlines and ensuring high quality
- Maintain strong brand consistency and act as a brand ambassador

Social Media

- Work with the Director of Marketing and Communications to execute the comprehensive social media strategy to enhance brand awareness and engagement
- Create, curate, and schedule engaging content across various platforms, whether the content is written, photography, video or testimonial led (e.g., Instagram, Facebook, LinkedIn and TikTok)
- Assist in the creation of paid advertising campaigns
- Stay informed about industry trends and emerging social media platforms to maintain a competitive edge
- Monitor and respond to comments and messages in a timely and professional manner
- Analyse social media metrics to track performance and optimise content
- To ensure all online content including social media supports and is consistent with all key marketing messages and communications
- Stay informed about industry trends and emerging social media platforms
- Photography
- Capture high-quality images for various inhouse events and be the first port-of-call for each photo opportunity.
- Edit photography as required
- Organise and archive photographic files for easy access and retrieval

Wider team support

- Provide support to the marketing team generally in promoting the school and dealing with enquiries, including helping at school events as required e.g. Open Day
- Develop close working relationships with faculty and professional support staff across the school
- Liaise with external agencies
- Update forms and policies
- Other administrative duties as directed by the Director of Marketing and Communications

General duties:

- To participate in the school's staff appraisal system as appropriate
- To take responsibility for promoting and safeguarding the welfare of children and young people
- To present the best possible image of the school in general, and in all contact and communications with the general public, visitors, parents, students, customers, suppliers and all other external organisations.
- To undertake training and staff development as needed and as determined by the school management.
- To undertake such other duties, commensurate with the post, which your manager, or other members of the Senior Management Team may reasonably and occasionally require, including working evenings and covering for absent colleagues

School Policies and Procedures:

- To adhere to all school policies and procedures, especially those relating to Students, Health and Safety, Equality of Opportunity and Human Resources, and the Financial Regulations and Procedures

You may also be required to undertake such other comparable duties as the Head requires from time to time.

PERSON SPECIFICATION: CREATIVE CONTENT DESIGNER

	Essential These are qualities without which the Applicant could not be appointed.	Desirable These are extra qualities which can be used to choose between applicants who meet all of the essential criteria.	Method of assessment
Qualifications	<p>The professional, technical or academic qualifications that the Applicant must have to undertake the role or the training that they must have received.</p> <ul style="list-style-type: none"> • Good general level of education to degree level 	<p>The professional, technical or academic qualifications that the Applicant would ideally have to undertake the role or the training that they should ideally have received</p> <ul style="list-style-type: none"> • Knowledge of marketing • Experience in an educational environment 	<ul style="list-style-type: none"> • Production of the Applicant's certificates • Discussion at interview • Independent verification of qualifications
Experience	<p>The categories of work or organisations, types of achievements and activities that would be likely to predict success in the role</p> <ul style="list-style-type: none"> • You will have a strong portfolio and have created content across a wide range of media • You will have worked as part of a high performing team or as the sole design resource for an ambitious business • Solid experience in Adobe Creative Suite applications including Photoshop, InDesign, XD and Illustrator • Demonstrable experience of using a Mac and common Mac applications • Professional use of social media and creation of social media assets. • Confident user of Microsoft 365 applications • DSLR camera knowledge 	<p>The categories of work or organisations, types of achievements and activities that would be likely to contribute to success in the role</p> <ul style="list-style-type: none"> • Experience of creating and editing as appropriate promotional video content suitable for the website • Good working knowledge of Adobe Premier Pro. • Copywriting experience 	<ul style="list-style-type: none"> • Contents of the application form • Interview • Professional references
Skills	<p>The skills required by the Applicant to perform effectively in the role</p> <ul style="list-style-type: none"> • Creative and able to generate new ideas and design concepts • Ability to prioritise and escalate work schedules • Ability to uphold and work within brand guidelines • Able to work under pressure. 	<p>The skills that would enable the Applicant to perform effectively in the role</p> <ul style="list-style-type: none"> • Able to communicate effectively at all levels of the organisation • Good proof-reading skills 	<ul style="list-style-type: none"> • Contents of the application form • Interview • Professional references
Knowledge	<p>The personal qualities that the Applicant requires to perform effectively in the role.</p> <ul style="list-style-type: none"> • A confident designer, with an eye for detail and presentation, whilst being receptive to feedback and able to handle input from members of the team 	<p>The knowledge that would enable the Applicant to perform effectively in the role</p> <ul style="list-style-type: none"> • Previous website design experience would be advantageous 	<ul style="list-style-type: none"> • Contents of the application form • Interview • Professional references

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	Essential These are qualities without which the Applicant could not be appointed.	Desirable These are extra qualities which can be used to choose between applicants who meet all of the essential criteria.	Method of assessment
	<ul style="list-style-type: none"> • Knowledge of digital marketing campaigns • A willingness to keep up to date with trends and enjoy sharing ideas with the wider team • Advanced IT skills with particular knowledge and experience of using design software and content management systems 		
Personal competencies and qualities	The personal qualities that the Applicant requires to perform effectively in the role and to ensure that the Applicant safeguards and promotes the welfare of children and young people <ul style="list-style-type: none"> • You can work quickly and accurately under pressure and possess strong project and time management skills • You have a keen eye for detail and a personal standard that ensures your work is always delivered to the highest level • Ability to work well in a team • Ability to form and maintain appropriate relationships and personal boundaries with children and young people 	The personal qualities that would assist the Applicant to perform effectively in the role <ul style="list-style-type: none"> • Willingness to be involved in the wider life of school 	<ul style="list-style-type: none"> • Contents of the application form • Interview • Professional references