



# MOORLANDS COLLEGE

## Job Description

|                         |   |
|-------------------------|---|
| <b>Job title</b>        | <b>Digital Media Officer</b>  |
| <b>Reporting to</b>     | Communications Manager  |
| <b>Staff reporting</b>  | None  |
| <b>Based</b>            | MCC   |
| <b>Hours</b>            | 20 per week – Ideally 4 hours a day, Monday to Friday.  |
| <b>Purpose</b>          | To promote and extend the reach of Moorlands College through design work and content creation in line with the College's communications plan.   |
| <b>Responsibilities</b> | <ul style="list-style-type: none"><li>• Create, co-ordinate and deliver engaging media content across a range of digital channels (including website, social media, adverts)</li><li>• Increase the presence of the College through developing social media channels.</li><li>• Engage with stakeholders, in particular, alumni and prospective students, through various tools, and responding to comments and messages across platforms.</li><li>• Contribute to the development of the Friends of Moorlands network.</li><li>• Support the filming and editing of various aspects of the College's life and extended presence, primarily but not exclusively for recruitment-focussed purposes.</li><li>• Contribute to the management of the website.</li></ul> |
| April 2025              |   |

## Person Specification

|                                   | <b>Essential</b>  | <b>Desirable</b>                                |
|-----------------------------------|---|---|
| <b>Education</b>                  | GCSE in English   | A qualification in related media / design areas |
| <b>Knowledge &amp; Experience</b> | <p>Knowledge of contemporary trends in marketing, design and social media</p> <p>Knowledge of the role and purpose of theological education</p> <p>Experience of developing innovative solutions</p>  | Experience of working with in a relevant role   |
| <b>Skills</b>                     | <p>An excellent ability to produce materials for various individuals and groups, including church leaders and prospective students</p> <p>Experience of designing engaging, eye-catching content across multiple platforms using tools such as Photoshop, Illustrator, InDesign, and Canva</p> <p>Ability to think strategically about campaigns, content types and platforms</p> <p>An ability to use data sources to assess the impact and efficiency of digital activity/platforms to drive engagement</p> <p>Experience of working towards targets, measuring progress and adjusting plans or ways of working to ensure targets are met</p> <p>Good written communication skills across a variety of media</p> <p>Good relationship building skills – to connect with students and graduates.</p> | Understanding and experience of SEO             |
| <b>Personal Qualities</b>         | <p>A self-starter, able to work independently without close supervision</p> <p>A flexible and adaptable team player</p> <p>Accountable and reliable</p> <p>A positive, energetic attitude</p>   |   |
| <b>Occupational Requirement</b>   | <p><i>This post carries an Occupational Requirement that the post-holder be a committed evangelical Christian who is able to affirm the College's vision and mission, and to sign its Statement of Faith. The nature of this role requires relationship building with Christian faith communities and potential students who are considering studying the Christian faith. This post is therefore only available to a committed evangelical Christian as permitted under the Equality Act 2010</i></p>  |   |

