



MOORLANDS COLLEGE

Job Description

Job title	Media Officer
Reporting to	Executive Director
Staff reporting	None
Based	MCC
Hours	40 per week
Purpose	To promote and extend the reach of Moorlands College through design work and content creation and management in line with the College's recruitment strategy.
Responsibilities	<ul style="list-style-type: none">• Lead on design work, including for events, socials, web content, newsletters, banners and the prospectus, within our existing brand.• Create and co-ordinate content for website, socials and printed materials.• Lead on filming and editing for various aspects of the College's life and extended presence, primarily but not exclusively for recruitment-focused purposes.• Manage the content of the website.• Support the management of events.• Support with exhibit preparation, and related promotions.• Participate in open days
June 2022	

Person Specification

	Essential	Desirable
Education	GCSE in English	A qualification in related media / design areas
Knowledge & Experience	<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 within a relevant role
Skills	<p>An excellent ability to produce materials for various individuals and groups, including church leaders and prospective students</p> <p>A proven ability to deal with a varied and complex workload, including the ability to organise your own workload, prioritising a variety of tasks while working under pressure</p> <p>Experience of designing engaging, eye-catching content across multiple platforms</p> <p>Experience of managing web-content</p> <p>An ability to use data sources to assess the impact and efficiency of digital activity/platforms to drive engagement</p> <p>Ability to work as part of a team and co-ordinate the contributions of others</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>Ability to think strategically about campaigns, content types and platforms</p> <p>experience with creative software packages such as Adobe Suite</p> <p>Experience of using WordPress themes</p> <p>Understanding and experience of SEO</p> <p>Experience of managing events</p>
Personal Qualities	<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>	Full, UK-valid driving licence
Occupational Requirement	<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</i>	

	<p><i>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>
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