

#EMATters



East Midlands
Academy Trust

Application Pack Content Creator

“Every child deserves to
be the best they can be”



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Academy Trust

Hello and welcome to East Midlands Academy Trust.

We're a thriving multi-academy trust, which currently includes an all-through school in Northampton, a secondary school in Oundle and five primary schools in Northamptonshire and Milton Keynes serving over 5,000 pupils through the tenacity and professionalism of 600 colleagues. I like to call the members of our immediate and extended community #EMATters.

Every child deserves to be the best they can be, and therefore inclusion is at the heart of everything we do. By joining the #EMATters team, you will have the opportunity to help us ensure that high quality education is available to everyone, regardless of their ability or background.

You will be supported throughout your career journey with us, as we recognise that achieving our aim that every child deserves to be the best they can be is only possible through committed and empowered colleagues and a strong culture of personal and professional development, which includes a host of learning opportunities offered through our in-house training hub.

Thank you for your interest in East Midlands Academy Trust. And if you have any questions do get in touch via hrqueries@emat.uk

Joshua Coleman
Chief Executive
East Midlands Academy Trust



Post Description:

Post title:	Content Creator
Responsible to:	Head of Communications
Liaising with:	School leaders, Executive Leadership Team, school staff, pupils, PR & Comms Manager
Pay Range:	28,979.37 - 30,000 (pro rata for TTO)
Contract:	Permanent, full-time, 52 weeks or term time only

Job Purpose

We are looking for an enthusiastic content creator to help deliver innovative and engaging content for our schools.

Your role will be to support our community of 12 schools by promoting and celebrating their good news stories and successes via social media, websites and other PR channels.

You will work as part of the PR and Communications team, with the objective of raising the profile of EMAT and its schools to current and prospective pupils and their families and to communicate key information to parents and other stakeholders.

This role will involve travelling to our schools to capture content and support on-site activity, so a full driving licence and access to a vehicle is essential.

Responsibilities include:

- Planning and delivering creative social media strategies across Instagram, LinkedIn and Facebook
- Creating, scheduling and publishing engaging content
- Managing and responding to comments and messages across platforms in a timely and engaging way
- Creating press releases for local media and community publications
- Creating content for other channels including websites and school newsletters
- Supporting the wider marketing team with PR activity where needed

Attribute	Essential	Desirable
Qualifications and training		• Degree or equivalent in multi-media or similar
Experience	• Experience in a social media role, PR agency, press office or similar	

	• Experience managing social media accounts for a business or brand	
Knowledge and skills	• Strong content creation skills (copywriting, graphic/video editing, storytelling)	• Proficient in Canva • Experience using video editing software
Personal qualities	• Strong attention to detail • Flexible attitude • Personable • Able to work independently and manage own workload	

Compiled by:	Revision Number
Approved by:	Revision Date ____/____/____

Additional duties

Whilst every effort has been made to explain the main duties and responsibilities, please note that this is illustrative of the general nature and level of responsibility of the work to be undertaken, commensurate with the grade. It is not a comprehensive list of all tasks that the post holder will carry out. Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.

N.B. The post holder will carry out his/her responsibilities in accordance with the Trust's equal opportunities policy.

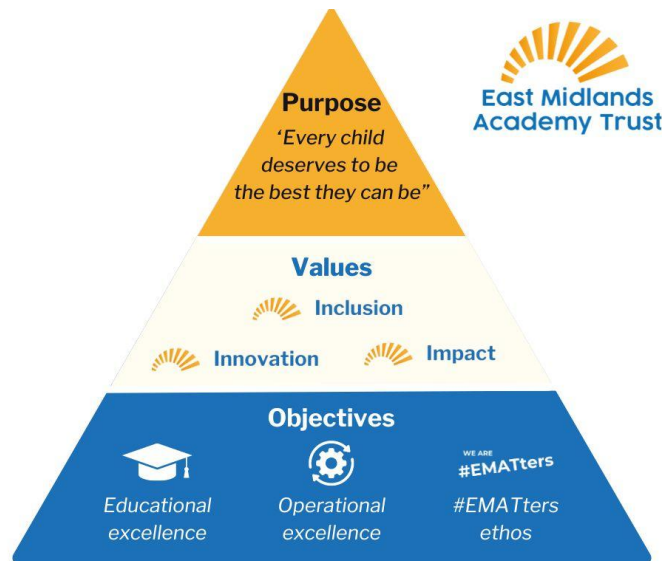
This job description is provided to assist the post holder to know what his/her duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of the post.

How can I apply?

We have an online application form on our careers page under [Job Vacancies](#) and request that you complete the supporting statement in detail, explaining why you are the perfect person for this exciting opportunity. Please be aware that although we will not accept any CVs we welcome applicants to explore the opportunity before applying and if you have any questions about the role or the process, please get in touch with **Hannah Fajemiyo - HR Business Partner**. Please inform us if you require any particular adjustments, arrangements, or access needs as part of the recruitment process.

About East Midlands Academy Trust

All staff should be committed to the school and East Midlands Academy Trust's purpose, values and objectives.



Health and Safety

So far as is reasonably practical, the post holder must ensure that safe working practices are adopted by employees, and in premises/work areas for which the post holder is responsible, to maintain a safe working environment for employees and learners.

Safeguarding

EMAT is committed to the safeguarding of its young persons and expects all staff, volunteers and adults to work within the parameters of the policies and procedures as agreed by the Board of Trustees to ensure the safety of all young persons within its care.

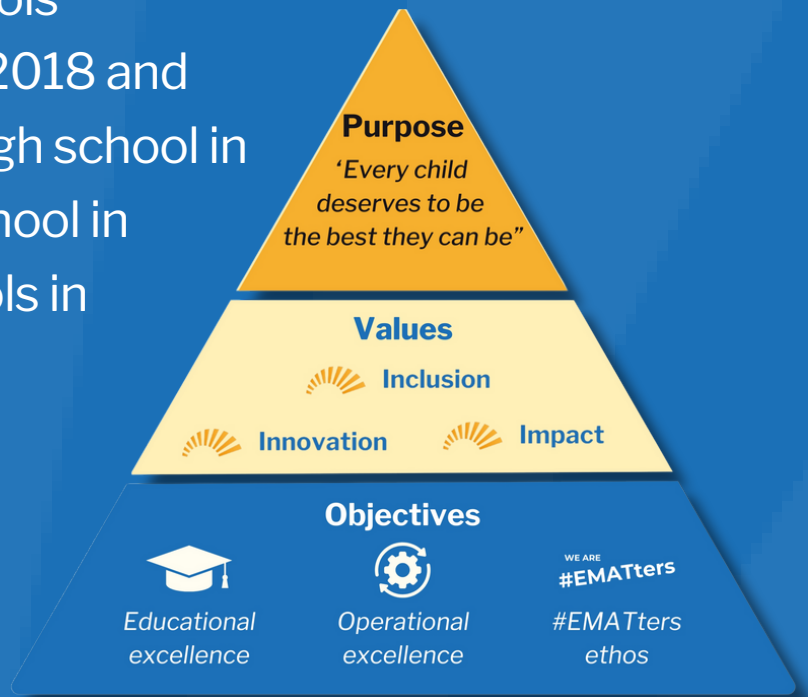
Equal Opportunities

It is the policy of EMAT to provide equal opportunities for all individuals; to prohibit discrimination in employment on any basis protected by applicable law, including but not limited to race, religious creed, marital status, sex, sexual orientation, ancestry, national origin, age, medical condition or disability. EMAT promotes equal employment opportunities in all aspects of employment through positive employment policies and practice.

If any special requirements are needed to attend an interview, please inform the trust.

About East Midlands Academy Trust

Our community of seven schools collectively became EMAT in 2018 and currently includes an all-through school in Northampton, a secondary school in Oundle and five primary schools in Northamptonshire and Milton Keynes, with more than 600 #EMATters serving over 5,000 pupils.



“Every child deserves to be the best they can be”

This can only be achieved with committed and empowered colleagues. That’s why we have created a strong culture of personal and professional development, which includes access to a host of learning opportunities offered through our in-house training hub to all #EMATters

