



## Content Officer - Job Pack

ArtsEd is a brilliant place to work, full of talented people doing what they love most in the world. For over 100 years, ArtsEd has been at the forefront of performing arts training in the UK, nurturing talent, and inspiring confidence. One of the UK's leading centres of conservatoire education, the training we provide is world-class, inclusive, contemporary, and focused on the constantly evolving needs of the industry in the 21st century.

ArtsEd employs around 170 people in a variety of teaching and support roles, as well as many more on a freelance basis. We expect a great deal from our staff, and in return, we provide a fulfilling, supportive, welcoming, and engaging environment, where people feel comfortable to be creative, open, and able to give their best.



## ArtsEd Day School & Sixth Form

Our Day School & Sixth Form is a national centre of excellence for the study of the performing arts. Founded over 100 years ago, ArtsEd's ethos remains much the same today as it was then: to provide a broad and balanced education, stretching students to achieve their academic, artistic, and personal potential.

An independent day school like no other; ArtsEd is an international leader in performing arts education and a local and national leader in its wider academic provision. Our students enjoy a high-quality vocational programme delivered by committed and creative professionals, whose expertise instils in our students a passion for performance that feeds into all aspects of their educational and personal development. Our students spend time every day doing what they love, encouraging their development into happy, collaborative, and well-rounded individuals, fully committed to holistic education and, at 16+ or 18+, armed with a set of skills and experiences that prepare them for whatever pathway they choose to follow.

**In 2024, recognising our outstanding curriculum and performing arts achievements, ArtsEd was awarded a 'significant strength' by ISI, and the School won the ISA National Award for Excellence.**

### **ArtsEd Higher Education**

ArtsEd is one of the UK's leading providers of degree-level conservatoire education. Our Foundation, BA and MA courses in Musical Theatre and Acting, create graduates who are innovative and resilient performers. We prepare our students for both the physical and mental rigours of the performing arts industry through a combination of outstanding vocational training and focused pastoral care. The success of our approach has led to our alumni playing a key role in the success of the UK's creative economy for many years and they include choreographers, directors, and producers, as well as performers.

***'The future of this country's theatre  
tradition depends on centres of excellence such as ArtsEd.'***

*Lord Lloyd Webber, ArtsEd President*

### **What do we offer?**

The energy and passion at ArtsEd are tangible. We are a small, close-knit team, committed to supporting all of our students to achieve their best. We offer competitive salaries and our size means that we are able to provide tailored opportunities for staff to develop their skills and experience through internal and external programmes.

The health & wellbeing of our staff is a key focus and we have teamed up with Simply Health to offer a family-wide health plan that includes the following:

- a full Employee Assistance Programme, including face-to-face counselling and unlimited telephone support;
- contributions towards a range of therapies, including sports massage, physiotherapy and chiropractic appointments;
- contributions towards dental and optical costs;
- 24/7 GP appointments via telephone/webcam;
- Lifestyle Discounts.

In addition, staff are eligible for the following:

- Cycle to Work Scheme;
- 5% matched pension (after the relevant qualifying period).



Content Officer	
Department	Marketing
Reports to:	Marketing Manager
Key Relationships:	Marketing Manager, Marketing Assistant
Working Pattern:	35 hours a week (Monday- Friday) 9:00 am- 5:00 pm (including 1 hour paid lunch) Based in office, hybrid only when necessary
Start date:	TBC
Salary:	£32,000 per annum
<p><i>ArtsEd is committed to safeguarding and promoting the welfare of children and young people and expects all staff (permanent and visiting) and volunteers to share this commitment; all staff are required to undergo background checks in line with Keeping Children Safe in Education 2024 regulations and to hold an enhanced DBS.</i></p>	
Summary of the role:	
<p>What are we looking for?</p> <p>The Content Officer is a creative and collaborative role within the Marketing team, reporting to the Marketing Manager. This position is responsible for managing the institution's social media presence and working with both internal and external partners to build and maintain a high-quality content library that supports the overall marketing and growth strategies.</p>	
Responsibilities:	
Department specific duties and responsibilities:	<p>Responsibilities as a Content Officer</p> <p>Purpose of the Role:</p> <p><b>Key Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Work closely with the Marketing Manager and internal departments to create, build and maintain a comprehensive and inspiring content library of video, photo, and written materials.</li> </ul>

- Manage the institution's official social media presence, including content creation, scheduling, community engagement, and performance analysis.
- Collaborate with external vendors and agencies to produce high-quality professional content, such as promotional videos and photography.
- Ensure all content aligns with ArtsEd's brand guidelines and reflects the institution's values and mission.
- Support the Marketing Manager in the execution of specific marketing campaigns by creating targeted content for various channels.
- Stay up-to-date with social media trends, platform updates, and best practices to ensure ArtsEd's digital presence remains dynamic and effective.
- Deputise for the Marketing Manager in their absence, specifically in relation to content and social media operations.
- Support the overall Marketing team to deliver the wider Institution and Marketing Strategies.
- Any other duties as reasonably required.

### **Core Competencies & Experience**

#### **Experience:**

- Proven experience as a Content Creator, Content Officer, or a similar role, with a strong portfolio showcasing creative and strategic content across various platforms.
- Excellent communication skills, with the ability to write compelling copy.
- Demonstrable experience managing official social media accounts for a brand or organization.
- Experience working with external vendors (e.g., photographers, videographers).

#### **Skills:**

- Exceptional writing, editing, and storytelling skills.
- Proficiency with social media management tools and content creation software.
- Strong organizational and project management skills to manage multiple projects and content deadlines.

#### **Attributes:**

- A creative and artistic mindset with a passion for the performing arts.
- A proactive and collaborative team player with excellent communication skills.
- A keen eye for detail and a commitment to brand consistency.
- Outstanding time management, with the ability to efficiently to tight deadlines.

## Background to ArtsEd

ArtsEd originated from two schools, one founded in 1919 by Grace Cone and one founded in 1922 by Olive Ripman. These two educational pioneers believed passionately in the value of combining a general academic education with specialised training in dance, drama, music and art. They were committed to preparing young people for professional careers in or related to the theatre. In 1939, Grace and Olive joined forces to create the Cone Ripman School, subsequently named the Arts Educational Schools. Dame Alicia Markova and Sir Anton Dolin drew almost exclusively on ArtsEd students to help them create their revolutionary company London Festival Ballet, which eventually became the English National Ballet. Ballerina Dame Beryl Grey became Director of the Schools in the 1960s.

ArtsEd continued to innovate, introducing both professional acting and musical theatre courses and in 1986 moved to its present home in Chiswick. In 2007, Lord Andrew Lloyd Webber became President, heralding an auspicious new era for ArtsEd. The Day School and Sixth Form remains the leading school of its kind in the UK with all students possessing outstanding creativity and dedication. Academic results and vocational success are significant, and our Value-Added return is in the top 1% nationally. The School of Musical Theatre and School of Acting offer full-time BA and MA courses. Our Musical Theatre course is recognised as the best in the UK, while the Acting course is praised for its innovative 50:50 split between stage and screen acting. Our outstanding record of graduate success sees nearly every one of our Musical Theatre graduates and over three-quarters of our Acting graduates make their professional debuts within six months of graduating.

In addition to vocational training and significant success in the creative arts, each year a number of ArtsEd students move on to Russell Group universities where they study a range of more traditional academic subjects, including English.