ArtsEd



Social Media & 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).

The Role

Social Media & Content Officer

Department:	Marketing
Reports to:	Marketing Manager
Key Relationships:	Marketing Manager, Marketing Officer
Working Pattern:	35 hours a week (Monday - Friday) 9:00am - 5:00pm Based in office, hybrid only when necessary
Start Date:	TBC
Salary:	£32,000 per annum

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.

Summary of the role:

What are we looking for?

The Social Media & Content Officer will lead ArtsEd's organic and paid social media presence, including the launch and growth of a new TikTok channel, while also creating high-quality digital and print campaign assets to support recruitment activity.
Working closely with the Marketing Manager, the role blends short-form video production, performance-led social advertising and creative asset development ensuring campaigns are cohesive across digital platforms and supports the overall marketing and growth strategies.

Responsibilities

Department specific duties
and responsibilities:

Purpose of the Role:

SOCIAL MEDIA MANAGEMENT

- Lead and manage ArtsEd's official social media presence across Instagram, Facebook, TikTok and LinkedIn.
- Develop and maintain a structured content calendar aligned with recruitment priorities and institutional campaigns.
- Manage day-to-day scheduling, posting and community engagement.
- Monitor platform analytics and performance, adjusting content strategy accordingly.

TIKTOK DEVELOPMENT

- Lead the launch and strategic development of ArtsEd's TikTok channel.
- Develop a clear content direction to engage prospective students and showcase the ArtsEd experience.
- Capture and edit short-form video content, including student-led and behind-the-scenes material.
- Monitor performance metrics and proactively refine content strategy to support sustained audience growth and engagement.

PAID SOCIAL CAMPAIGNS

- Plan, create and optimise paid social campaigns via Meta.
- Create advertising assets and test creative variations to support lead generation and recruitment objectives.
- Monitor campaign performance and provide insight to inform future activity.





Responsibilities

Department specific duties
and responsibilities:

Purpose of the Role:

CONTENT CREATION

- Design and produce digital marketing assets including social graphics, video content, email visuals and paid advertisements.
- Create print materials such as posters, flyers, open day materials and programme content.
- Ensure all assets adhere to ArtsEd's brand guidelines and visual identity.
- Prepare artwork for print and liaise with suppliers as required.

GENERAL

- Work collaboratively with internal departments to identify content opportunities.
- Liaise with external photographers, videographers and creative suppliers where required.
- Deputise for the Marketing Manager in relation to social media and content operations when necessary.
- Support the wider Marketing team in delivering institutional and recruitment objectives.
- Undertake any other duties as reasonably required.







Experience & Skills

Core Competencies & Experience

EXPERIENCE

- Proven experience managing social media accounts in a professional setting.
- Experience creating engaging short-form video content (e.g. Reels, TikTok).
- Experience supporting or managing paid social media campaigns, ideally via Meta Ads Manager.
- Experience producing both digital and print marketing materials.
- Experience working with external creative suppliers (desirable).

SKILLS

- Strong writing, editing and storytelling skills.
- Confident video editing and graphic design capability.
- Proficiency in social media management tools and content creation software.
- Understanding of analytics and performance metrics.
- Strong organisational and project management skills.

ATTRIBUTES

- A creative and artistic mindset with a passion for the performing arts (desirable).
- A proactive and collaborative team player.
- A keen eye for detail and commitment to brand consistency.
- A positive, adaptable attitude with the ability to respond constructively to feedback and evolving priorities.
- The ability to work 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 additional 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.







ArtsEd



ISI Independent Schools Inspectorate

Ofsted Outstanding Provider

TEF Gold