



BYRCHALL HIGH SCHOOL

**NEW SCHOOL**  
**NEW START**  
**NEW YOU!**



**CANDIDATE INFORMATION PACK**  
**CONTENT CREATOR**

**THINK SMART | LOOK SMART | BE SMART**



April 2024

Dear Applicant

**Re: Content Creator to start September 2024**

Thank you for your interest in this post.

We are looking for an enthusiastic, confident and creative content creator to manage our website, social media channels, in-school electronic displays and communications, using creative video and photographic material to promote the school. Byrchall High School is full of amazing students and staff, and we wish to appoint someone who will capture and tell their stories through text, film and photography.

Ideally, an experienced videographer or media graduate, the candidate will play an integral part within the marketing and admissions teams, by planning, filming, editing and publishing content daily onto the school's social media channels and website.

Working with the Director of Communications and Assistant Head for Admissions, the candidate will plan content term by term to align with the ongoing marketing activity, alongside managing daily photographic and video requests from staff and students.

Please find enclosed the following documents:

- ◆ Job Description
- ◆ Information about the School
- ◆ Job Description
- ◆ Person Specification

Applications should be returned to the School Office via email to [delkin@byrchall.wigan.sch.uk](mailto:delkin@byrchall.wigan.sch.uk) by 9.00am on Friday 3 May 2024 Applications will be reviewed upon receipt.

If you have any questions about this post, or wish to visit the school, then please do not hesitate to contact Mrs Angela Finch, Deputy Headteacher at school.

Yours sincerely

Mr A R Birchall

Headteacher



## GENERAL INFORMATION

Formerly the Ashton Grammar School, Byrchall High School is now an 11-16 co-educational Comprehensive School of 1000 students. The school takes its name from Robert Byrchall, the original founder of the school in 1588.

The school is governed by the Makerfield Academy Trust, which is a charitable company. The members of the Trust agree its visions and values. The Board of Directors set the strategic direction of the organisation, ensure the vision and values are upheld and ensure financial probity. The school has a Local Governing Body who oversees the leadership and management of the school.

The current Byrchall High School is a modern, forward looking establishment. We aim to be at the forefront of teaching and learning developments and are highly committed to CPD. Our emphasis on learning and achievement is allied to a strong moral and ethical dimension that reflects our founding principles. The school was judged as 'Good' in all areas by OFSTED in September 2022. They noted that the school has high expectations of what pupils should achieve, and it has a clear and ambitious strategy for school improvement. It said the pupils behave well around the site and that they have positive attitudes to their education.

Byrchall High School has a truly comprehensive intake, ranging from students who will go on to study at top universities to those who require additional support. All students are valued equally. Byrchall High School has a strong academic record.

Our students participate and achieve in a wide range of academic competitions including Debating and Public Speaking, the UK Maths Challenge, The Big Book Quiz, Engineering and Stem Challenges.

The school is situated on a very pleasant site on the outskirts of the small town of Ashton-in-Makerfield in the Wigan Local Authority. The school is opposite Haydock Park Race Course and very close to the junction of the A580 and the M6 motorway; it is, therefore, easily accessible from any number of directions and within easy reach of Manchester and Liverpool. The school is having a substantial new build programme, which is scheduled to open in September 2024. This includes new sports facilities, drama studios, classrooms, dining facilities, Learning Resource Centre, Administration offices, SEN suite and specialist teaching rooms for Science, ICT, Product Design, Food, Art and Music





## CONTENT CREATOR

### 1. INTRODUCTION

#### MAIN PURPOSE

We are looking for an enthusiastic, confident and creative content creator to manage our website, social media channels, in school electronic displays and communications, using creative video and photographic material to promote the school. Byrchall High School is full of amazing students and staff, and we wish to appoint someone who will capture and tell their stories through text, film and photography.

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#### Line Management

Reporting to – Director of Communications

Responsible for - No line manager responsibility

#### Liaising With

Senior Leadership Team and all staff

#### Salary Scale

Grade 8 pts 25 - 30

#### Working Time

Full time

#### DBS Disclosure Level

Enhanced



## 2. KEY RESPONSIBILITIES

- Manage all video and photographic requirements across the school.
- Capture high quality, creative and innovative video and photographic content.
- Plan, write content for, and manage all social media accounts across the range of platforms used by the school.
- Attend events, some of which may be after school, and ensure it is showcased effectively through video and photography.
- From a brief provided by the Director of Marketing or Assistant Head for Admissions, to capture material needed for the website and graphic design or digital projects.
- Create an asset management system so images can be titled and sourced efficiently.
- Ensure high quality audio is recorded for every video project.
- Record podcasts with staff and students.
- Assist IT with events including live streaming and production.
- Create a virtual tour of the school with involvement from key stakeholders.
- To support staff in the creation of media content.





## PERSON SPECIFICATION

### CONTENT CREATOR

QUALIFICATIONS AND PROFESSIONAL DEVELOPMENT	Essential	Desirable
A Media Degree	✓	
Relevant Experience within the role		✓

KNOWLEDGE AND UNDERSTANDING	Essential	Desirable
Comprehensive technical knowledge	✓	
Proficient in photo editing	✓	
Proficient in video editing	✓	
Strong copywriting and editing skills for social media	✓	
Excellent project management skills	✓	
Comprehensive knowledge to set-up, record and edit podcasts	✓	
Ability to project manage and work on several projects simultaneously	✓	
Demonstrating and exemplifying the school's key purpose and values of equipping students to Live to Learn (now and in the future) and Learn to Live (enjoy and achieve)	✓	

QUALITIES	Essential	Desirable
Display an awareness, understanding and commitment to the protection and safeguarding of children.	✓	
Enthusiasm, drive and a passion for storytelling through video and social media	✓	
Conscientious, reliable and punctual.	✓	
Willingness to work occasional unsocial hours		✓
CORPORATE RESPONSIBILITY		
Willingness to comply with the school's policies i.e. Equal Opportunities, Health & Safety	✓	
Willingness to continue personal development in relevant area	✓	
Willingness to participate in the staff review and development process	✓	