

# Social Media Content Creator (Residential) July 2026



Candidate Information

 **tes**  
**Tes Schools Awards 2024**  
**Winner**  
Boarding School of the Year  
Haileybury



#TesAwards

# Welcome

At Haileybury International Summer School, we welcome students from over 25 different nationalities, creating a rich and diverse community from around the globe. We believe the best learning happens when young people are fully immersed in English, not only in exciting subjects, but all in the language they use to explore them. This is why we provide a vibrant, language-rich environment where every activity, both inside and outside the classroom, inspires communication, builds confidence, and fuels curiosity and discovery.

It is a pleasure to welcome you to Haileybury International Summer School. Our beautiful campus is a perfect learning environment, and a dedicated team of staff look forward to supporting and encouraging you.

I am sure that your lessons will be enjoyable and rewarding, and I hope that you have fun while taking part in the many activities and excursions on offer. These are excellent learning opportunities and will provide you with the chance to make new friends while taking in some world-famous sights.

We want Haileybury to feel like a home from home for the duration of your time with us.

With my best wishes for what I hope is an enjoyable and productive Haileybury International Summer School experience.

**Eugene du Toit**  
The Master



# The Summer School

**Our Summer School programmes are expertly crafted and delivered by highly qualified, passionate teachers, including members of Haileybury's own outstanding staff.**

Pupils aged 11-13, with a minimum A2 level of English, study English Language while learning about history, world events, politics, science, culture, art, and technology, with related afternoon projects. Our pupils enjoy a range of exciting study tours and choose their focus activities. Our pupils aged 14-16 with a minimum B1 level of English can choose either STEM or ABH as their pathway. They will enjoy a range of study tours and choose an afternoon project class according to their interests.

With extensive experience teaching international pupils to the highest standards, our educators bring energy, expertise, and excellence to every lesson. Backed by Haileybury's impressive academic results, this team creates an engaging and supportive learning environment where every pupil is inspired to thrive.

We are proud to offer a Summer School experience led by educators who truly make a difference.

Pupils who join us for Summer School stay in our welcoming, single-sex boarding houses, where comfort and safety are top priorities.

With a fantastic staff-to-pupil ratio within each house, led by a caring and experienced House Parent, every pupil is well-supported and looked after round the clock. Pupil wellbeing comes first. Our caring staff are always on hand to offer support, encouragement, and a listening ear.

Meals at Haileybury are a real highlight! Pupils dine in the breathtaking Dining Hall, enjoying three delicious meals a day prepared by our professional catering team.

On excursions, study tours and workshops our pupils will explore iconic landmarks, dive into British culture, and take part in interactive, hands-on workshops that make learning unforgettable.

Evenings are packed with an incredible variety of activities to suit every mood, whether pupils are looking to relax, get active, or spark their creativity. Every evening is a chance to make new memories and practice English in a fun, social setting with friends from around the world.



# The role

The Social Media Content Creator will be responsible for producing engaging, on-brand content that captures and showcases the vibrant energy of Haileybury International Summer School.

Through creative storytelling across social media channels, websites and blogs, the Creator will document lessons, activities, tours, events and excursions using video and photography to promote Summer School in an authentic and inspiring way.

The successful candidate will work closely with the School's Marketing Department to ensure all marketing initiatives are aligned with Haileybury's overall brand strategy, messaging and, visual identity.

This role is a wonderful opportunity for an aspiring content creator with strong photography skills and good understanding of current social media trends and platforms.

The Social Media Content Creator is an exciting new role within the Summer School team. The post-holder will be an excellent addition, contributing meaningfully to the continued success and visibility of the Summer School.



# Responsibilities

- Create high-quality, real-time content; daily photographs, videos, short films, reels, and stories, tailored to the Summer School blog. Giving families an engaging and reassuring window into their children's experience.
- Collaborate with Summer School colleagues to plan coverage of activities, excursions, and events.
- Attend excursions, activities, and events to document real-time content.
- Gather behind-the-scenes testimonials from pupils and staff.
- Work closely with the school's Marketing Department on the day-to-day social media scheduling, publishing and monitoring.
- Ensure that coverage is reliable, high-quality and aligned with Haileybury's brand standards.
- Create a strong library of professional material for marketing campaigns, social media channels and recruitment activity.
- Enhance the student experience by producing short films for each Leavers' Ceremony, celebrating students' achievements and creating a memorable highlight for every cohort.
- Respond to queries in a timely and professional manner.
- Stay up to date with emerging trends, tools and best practices in social and digital media.
- Liaise with external suppliers as needed.

The purpose of this job description is to set out the current principal duties of the post. It does not detail every individual task, and employees are required to undertake such tasks and duties as are allocated to them from time to time in accordance with the role.



# Person Specification

## Qualifications

### Desirable

- A-Level or equivalent in a relevant subject
- A recognised first aid qualification

## Knowledge, Skills and Experience

### Essential

- Strong understanding of popular social media platforms and how to tailor content for each
- Experience creating digital content including video, photography, graphics and written copy
- A creative mindset and a proactive approach to storytelling

### Desirable

- Experience in working in a school, educational or youth-focused environment
- Photography and video editing experience

## Personal Attributes

- Excellent written and verbal communication skills, with an eye for detail and tone
- Ability to manage multiple tasks and priorities in a busy environment
- Ability to work in a way that promotes the safety and wellbeing of children and young people
- Ability to maintain confidentiality with tact, diplomacy and discretion

- Strong organisational skills and ability to work independently as well as collaboratively
- Self-motivated and proactive
- Honest, polite, reliable, resourceful, punctual and committed
- Positive and enthusiastic attitude



# Other requirements

## **Safeguarding and Child Protection**

All employees must be aware of their responsibilities for promoting and safeguarding the welfare of children and young persons with whom they may come into contact whilst at Haileybury. Employees must comply with the School's Safeguarding and Child Protection Policy and must be familiar with how to raise any safeguarding or child protection concerns.

## **Health and Safety**

In accordance with the Health and Safety at Work etc. Act 1974 and associated legislation, all employees must comply with relevant health and safety procedures and guidance at all times. They must be familiar with, and assist the School in the implementation of, its Health and Safety Policy which is available on the School Portal.

Employees must also adhere to any requirements arising from, or relating to, any relevant risk assessments, Control of Substances Hazardous to Health (COSHH), PPE, and manual handling. Specifically, employees must carry out all duties in a manner which does not endanger themselves or others.

## **Equality and Diversity**

Employees must comply with the School's equality, diversity and inclusion policies and practices in force from time to time and must carry out their duties in a manner which does not discriminate against any person on the grounds of any protected characteristic.

## **Code of Conduct**

Employees at Haileybury are expected to work together cooperatively showing respect, courtesy and helpfulness to others at all times. Employees should work to actively support and promote the School's positive ethos and culture, and must act in accordance with the School's Staff Code of Conduct.

## **Data Protection**

All employees must comply with the School's Data Protection Policy, and must carry out their duties in a manner which is consistent with this policy and data protection legislation generally.



# Benefits

Staff have the opportunity to utilise the School's wonderful facilities including fitness suite, swimming pool, and tennis centre, at certain times.

Onsite accommodation is provided for all residential roles.

Staff are also provided with meals within our magnificent dining hall.

Professional development and learning sit at the heart of the School, and the successful post-holder will be joining a vibrant intellectual community.

Our staff body is collegiate and supportive, and staff wellbeing is prioritised. Staff will have access to a comprehensive Employee Assistance Program.



# Application process

To apply for this position, please complete the application form in full, with reference to the candidate brief, and return it to [hr@haileybury.com](mailto:hr@haileybury.com) by **midday on Thursday 12 March 2026**.

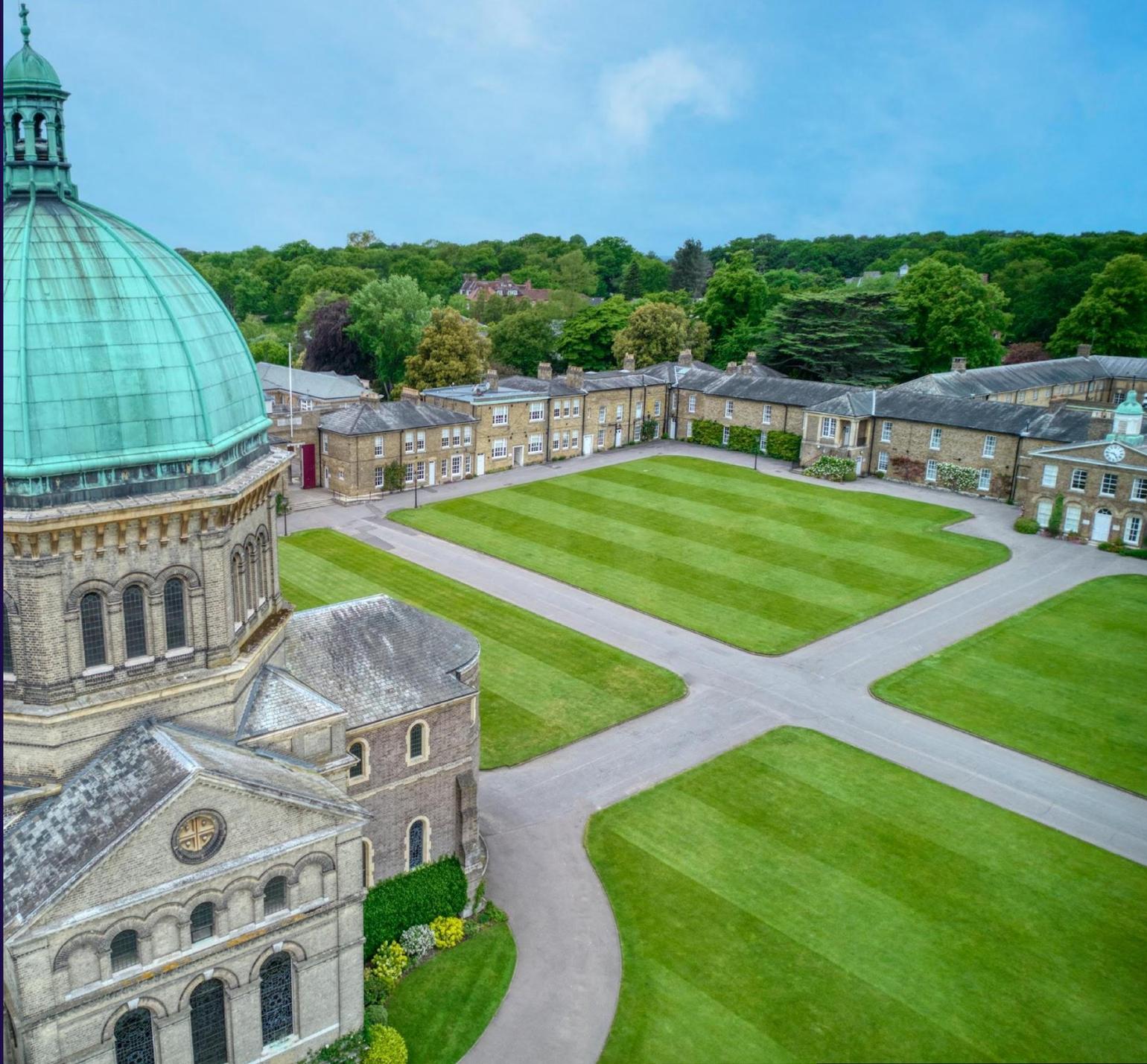
Please be aware that we cannot consider an application unless the application form has been filled in completely, including details of your full employment history.

The School reserves the right to make an appointment before the closing date; candidates are therefore encouraged to apply as soon as possible.

The School has a diverse pupil body and is committed to its strategy of equal opportunity, diversity and inclusion. We encourage applications from candidates with a wide range of backgrounds to enrich our collective knowledge and experience. Appointments will be made on merit.

Haileybury is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. Applicants for the above post must be willing to undergo child protection vetting, including reference checks with previous employers, prohibition checks and a criminal record check via the Disclosure and Barring Service.





Haileybury

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