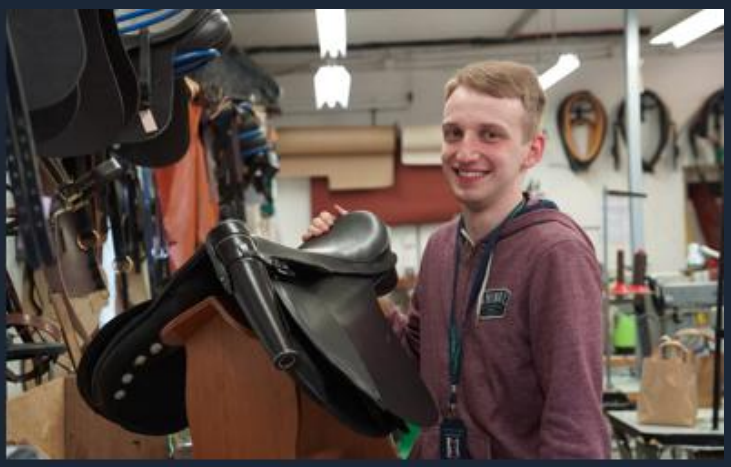
Capel Manor College

Graphic Design and Video Content Officer

Job Description and Person Specification



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JOB DESCRIPTION and PERSON SPECIFICATION

JOB DESCRIPTION

Post	Graphic Design and Video Content Officer
Scale	Business Support
Grade	S01 point 26 – 29
Responsible to	Director of Marketing, Recruitment and Admissions
Location	Enfield
Contract	Part-time, Permanent

Key Responsibilities:

Capel Manor College is seeking a creative, proactive and highly skilled Graphic Design and Video Content Officer to join our Marketing, Recruitment and Admissions team. The postholder will play a key role in developing and strengthening Capel Manor's visual brand across all channels, supporting student recruitment campaigns, enhancing digital presence and producing high-quality multimedia content that communicates our unique mission and offer.

Working closely with colleagues across marketing, curriculum, admissions, commercial and external partners, the successful candidate will deliver a wide range of design outputs including digital assets, print materials, publications, campaign creative, signage, adverts and more. Strong video editing skills and the ability to produce dynamic motion graphics are essential.

Responsibilities:

Brand and Creative Development

1. Contribute to the ongoing development and application of the Capel Manor brand across all platforms.
2. Ensure design consistency and excellence in all materials, upholding brand guidelines and visual identity.
3. Support the creation of campaign concepts and creative themes for student recruitment, events and promotional activity.

Graphic Design

1. Produce high-quality digital and print designs including social media graphics, email and web assets, brochures, flyers and prospectuses, signage, exhibitions and displays, advertisements
2. Manage multiple design briefs simultaneously, ensuring work is delivered on time and to a high standard.

Video and Motion Content

1. Plan, edit and deliver engaging video content for use across web, social media, events and advertising. Some filming may be required but this role is focused on post-production.
2. Create graphics for video including titles, lower thirds, animations, transitions and overlays.
3. Work collaboratively to storyboard and shape visual storytelling that highlights the College's courses, facilities, students and values.

Digital Asset Management

1. Maintain an organised library of design files, photography and video footage.
2. Optimise content for various platforms, aspect ratios and channels.

Cross-Team Collaboration

1. Work closely with marketing officers, curriculum staff, commercial and events teams and external suppliers.
2. Provide creative insight and visual solutions to support communications, campaigns and internal projects.
3. Attend occasional events, shoots and meetings across College campuses, as required.

General Responsibilities

1. Promote and implement all College policies, particularly those which refer to health & safety, equality of opportunity and Safeguarding young people and vulnerable adults
2. Participate in College programmes of staff appraisal and continuing professional development
3. Develop effective working relationships internally and with external partners
4. To operate at all times in line with the College's values and behaviours
5. Undertake other duties as may reasonably be required in the interests of the efficient functioning of the College

PERSON SPECIFICATION

Qualifications

- Level 2 qualification in English and maths (or willingness to achieve within an agreed timeframe).
- Degree-level qualification in marketing, Videography, graphics design or related field, or equivalent professional experience.
- Evidence of relevant ongoing professional development.

Experience

- Proven experience in graphic design (in-house or agency).
- Experience of brand guardianship and brand development
- Experience within education, public sector, or non-profit environments.
- Experience with photography and filming skills

Skills, Abilities and Knowledge

- Strong proficiency in Adobe Creative Cloud, particularly Photoshop, Illustrator, InDesign, Premiere Pro and After Effects (or equivalent tools).
- Demonstrable capability in video editing, motion graphics and producing short-form video content.
- A strong portfolio showcasing a range of digital and print design projects.
- Understanding of designing for social media, web and multi-platform optimisation.
- Excellent attention to detail and ability to manage multiple deadlines.
- Strong communication skills and the ability to interpret briefs effectively.
- Knowledge of accessibility considerations for digital and print design.
- Understanding of UX/UI principles for digital assets.

Other Requirements

- Understanding of safeguarding and commitment to maintaining professional boundaries.
- Commitment to promoting equality, diversity and inclusion.
- Full, clean driving licence and vehicle; willingness to travel between campuses and external events as required.