



**Unlock Your  
Potential:  
Join us at  
Bolton College!**

Part of the University of Bolton Group



# Media Content Developer

## Marketing





Dear Applicant

Thank you for expressing an interest in the position of **Media Content Developer** at Bolton College. On behalf of the College, I am delighted to provide the enclosed information about the role.

You might now be asking...Why Bolton College? Well here at the College, diversity isn't just embraced – it's celebrated. Our vibrant culture thrives on the unique perspectives each individual brings, and our dedicated staff are fully invested in every learner's journey toward success. Situated conveniently alongside the University of Bolton in the town centre, we pave the way for seamless progression pathways for our students. Offering an extensive array of courses tailored for young people, adult learners, apprentices, and those pursuing higher education, we take immense pride in our inclusive educational ethos. With a warm, supportive atmosphere, we're more than just a college – we're a close-knit community committed to nurturing growth and fostering a sense of belonging.

At the heart of our College lies the exceptional talent and dedication of our staff. Our commitment to fostering an inclusive workplace not only nurtures our employees but also serves as a catalyst for their success, empowering them to excel within their roles. At the College, we firmly believe in cultivating the potential of our staff.

Following the College becoming part of the wider University of Bolton Group, a 'fee waiver' policy has been successfully embedded. This policy encourages our staff members to pursue further qualifications without financial barriers. It's an incredible opportunity for our team to advance their skills and aspirations, while also allowing us as an employer to invest in and retain our talented staff members.

If you share our values and want to be part of a great team then we would love to hear from you. You can find out lots more about Bolton College via our website [www.boltoncollege.ac.uk](http://www.boltoncollege.ac.uk)

If you have any queries or require help in completing the application form please do not hesitate to contact us. We look forward to receiving your completed application.

A handwritten signature in black ink, appearing to read "S. Bury".

Sue Bury  
Head of Human Resources



**Media Content Developer**  
**37 hours per week**  
**£32,929 - £34,877 per annum**

Are you a creative storyteller with a passion for digital media? We're looking for a Media Content Developer to bring our college community to life through exciting videos, social media content, and blog posts. If you've got experience in video production and love creating content that inspires and connects, we'd love to hear from you.

You will have:

- A degree or equivalent in a relevant area
- GCSE English and maths (minimum 4/C) or equivalent
- Evidence of recent professional updating and development
- Proven experience in digital content creation and video production.
- Experience in developing and managing digital content (videos, blog posts, social media updates) to promote the brand and highlight key achievements.
- Experience in conceptualising, storyboarding, and producing high-quality video content for various platforms (social media, websites).

Day to day you will be responsible for:

- Create and manage digital content, including videos, blog posts, and social media updates, to build and maintain the college's brand, highlighting student achievements and experiences.
- Conceptualise, storyboard, and produce high-quality video content for various platforms, such as social media and websites.
- Edit raw footage into polished, professional videos that meet project requirements and deadlines.
- Collaborate with clients, project managers, team members, and external stakeholders to understand project goals and deliverables

If you would like to chat about anything, from the role to what it's like to work with us, please don't hesitate to drop us an email or give us a call and we'll be happy to help in any way we can. Tel: 01204 482146 Email: [Sarah.Garforth@boltoncollege.ac.uk](mailto:Sarah.Garforth@boltoncollege.ac.uk)

An application pack can be downloaded from our website by accessing <https://careers.boltoncollege.ac.uk/> or by email request to [personnel@boltoncc.ac.uk](mailto:personnel@boltoncc.ac.uk)

**Closing Date:** 13<sup>th</sup> July 2025  
**Interview Date:** 21<sup>st</sup> July 2025  
**Job Ref:** 103-25



## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	<b>Media Content Developer</b>
<b>Sector:</b>	<b>Marketing</b>
<b>Grade:</b>	<b>SO1</b>
<b>Responsible to:</b>	<b>Corporate Communications Co-ordinator</b>

### **Purpose of the job:**

This role is pivotal in conveying Bolton College's purpose and vision through engaging video and photography to all external stakeholders, including school leavers, parents and employers. Your content will feature across our social media channels, website, advertising campaigns and printed materials.

This role will take the lead in developing and managing media content across social platforms that documents the learner journey, from enrolment to graduation, while also promoting our collaborations with stakeholders, community organisations, and other educational institutions.

Your work will play a crucial role in communicating the value of our programmes and the success of our students. You will be instrumental in creating, editing, and producing engaging video content that aligns with our college's goals and resonates with our audience.

## **MAIN RESPONSIBILITIES AND DUTIES TO THE POST:**

### **Key Responsibilities:**

1. Create and manage digital content, including videos, blog posts, and social media updates, to build and maintain the college's brand, highlighting student achievements and experiences.
2. Conceptualise, storyboard, and produce high-quality video content for various platforms, such as social media and websites.
3. Edit raw footage into polished, professional videos that meet project requirements and deadlines.
4. Utilise graphics, animations, and visual effects to enhance video content.
5. Collaborate with clients, project managers, team members, and external stakeholders to understand project goals and deliverables.
6. Maintain a content calendar to ensure consistent and timely publication of materials.
7. Monitor and analyse content performance metrics to optimize strategies and improve engagement.
8. Stay updated on industry trends to incorporate new techniques and technologies into video production.
9. Respond to comments and inquiries across digital platforms to foster a strong online community.
10. Attend college events to capture content that showcases the vibrancy and diversity of our student body, stakeholder and community engagements.
11. Implement a comprehensive content strategy that aligns with the college's goals.
12. Provide training and mentorship to students interested in digital media and content creation.

## **CONDITIONS OF ROLE**

1. The post holder will be expected to comply with any rules and regulations, which the Designated Institution may from time-to-time issue to ensure the efficient operation of its business and the welfare and interests of its students and employees.
2. The post holder will be expected to work flexibly and efficiently, to maintain the highest professional standards and to promote and implement the policies of the Designated Institution.
3. Comply with Health & Safety Regulations and be aware of the College policies and associated procedures on Health & Safety.
4. To be fully aware of and comply and promote all College Human Resources Policies and Procedures including equal opportunities and Financial Regulations.
5. Undertake such other duties as may be required by the Principal & CEO, commensurate with the grade and nature of the post.
6. The post holder will be required to ensure commitment to customer care at all times.
7. The post holder will be committed to safeguarding and promoting the welfare of young people and adults at risk.
8. The post holder will be committed to the principles of valuing diversity and equal opportunities.
9. Promote and market the College positively and professionally at all times through formal and informal locations.
10. Be fully aware of and comply and promote the Colleges Equality Scheme and all other policies, including Financial Regulations.
11. Work in accordance with the Data Protection Act and to ensure that all data protection concerns are reported to the College Data Protection Controller

### **Place of Work**

The principal place of work will be the College premises at the Deane Road site. However, the post holder may be required to work either on a temporary or an indefinite basis at any premises at which it may from time to time provide services.

In the interest of Health and Safety smoking is not allowed on any College site

### **Working Hours**

The post holder will be expected to work such hours as are necessary for the proper performance of their duties and responsibilities. The post holder may from time to time be required to work in the evening, Saturday or a Sunday, in which case time off in lieu will be given during the normal working week.

### **Probationary Period**

If the post holder is a new employee to the College, the first 9 months of employment will be a probationary period, during which the suitability of the post holder for the position will be assessed. The Designated Institution reserves the right to extend the probationary period, if, in its opinion, circumstances so require. During the probationary period, the employment may

be terminated either by the post holder or by the Designated Institution on giving written notice of one month.

### **Appraisal**

The post holder will be required to participate in a College staff appraisal scheme.

The post holder will be committed to engaging in continuous professional development, undertaking appropriate training and engaging in staff development activities.

Job Description Prepared By: Principal

Date: February 2025



## PERSON SPECIFICATION

<b>POST</b>	MEDIA CONTENT DEVELOPER	<b>DEPT</b>	COMMUNICATIONS, STUDENT RECRUITMENT AND MARKETING
<b>GRADE</b>	SO1	<b>REF NO</b>	103-25

EDUCATION / TRAINING	CRITERIA ESSENTIAL (E) DESIRABLE (D)	MEASURED BY APPLICATION (AP) INTERVIEW (I) ASSESSMENT CTRE (AC) PRESENTATION (P)
Evidence of professional updating and development	<b>E</b>	<b>AP</b>
Level 2 English and Mathematics qualification	<b>E</b>	<b>AP</b>
Degree or equivalent professional qualification in a relevant area	<b>D</b>	<b>AP</b>
RELEVANT EXPERIENCE		
Proven experience in digital content creation and video production.	<b>E</b>	<b>AP/I</b>
Experience in developing and managing digital content (videos, blog posts, social media updates) to promote the brand and highlight key achievements.	<b>E</b>	<b>AP/I</b>
Experience in conceptualising, storyboarding, and producing high-quality video content for various platforms (social media, websites).	<b>E</b>	<b>AP/I</b>
Experience in collaborating with clients, project managers, team members, and external stakeholders to understand project goals and deliverables.	<b>E</b>	<b>AP/I</b>
Experience in maintaining a content calendar to ensure consistent and timely publication of materials.	<b>E</b>	<b>AP/I</b>
Experience in monitoring and analysing content performance metrics to optimise strategies and improve engagement.	<b>E</b>	<b>AP/I</b>
Experience in attending college events, or similar, to capture content that showcases the vibrancy and diversity of our student body, stakeholder and community engagements.	<b>E</b>	<b>AP/I</b>
Experience in staying updated on industry trends to incorporate new techniques and technologies into video production.	<b>E</b>	<b>AP/I</b>
Experience in monitoring and analysing content performance	<b>E</b>	<b>AP/I</b>

metrics to optimize strategies and improve engagement.		
<b>RELEVANT KNOWLEDGE/ SKILLS &amp; APTITUDES</b>		
Ability to align marketing strategies with the institution's overall mission and goals.	<b>E</b>	<b>AP/I</b>
Ability to implement a comprehensive content strategy that aligns with the college's goals.	<b>E</b>	<b>AP/I</b>
Ability to respond to comments and inquiries across digital platforms to foster a strong online community.	<b>E</b>	<b>AP/I</b>
Ability to provide training and mentorship to students interested in digital media and content creation.	<b>E</b>	<b>AP/I</b>
Ability to edit raw footage into polished, professional videos that meet project requirements and deadlines.	<b>E</b>	<b>AP/I</b>
Strong collaborative skills to work with stakeholders, academic and business support staff to maximise opportunities to highlight and showcase the student journey and their achievements.	<b>E</b>	<b>AP/I</b>
Ability to stay updated on industry trends to incorporate new techniques and technologies into video production.	<b>E</b>	<b>AP/I</b>
<b>SPECIAL REQUIREMENTS</b>		
Must be able to commute effectively between all College (& other) sites.	<b>E</b>	<b>AP</b>
Must be prepared to work flexibly including evenings and weekends	<b>E</b>	<b>AP</b>
To be familiar, and act in accordance with the College's Customer Services Code of Practice	<b>E</b>	<b>AP</b>
Committed to the principles of valuing diversity and equal opportunities.	<b>E</b>	<b>AP/I</b>
The post holder would be required to demonstrate an ability to act with discretion and maintain confidentiality.	<b>E</b>	<b>AP/I</b>
Must be willing to undertake appropriate training and development in order to meet the requirements of the college.	<b>E</b>	<b>AP/I</b>
The successful applicant will need to have a DBS check to work in the College environment.	<b>E</b>	<b>AP/I</b>
Bolton College is committed to safeguarding and promoting the welfare of young people and vulnerable adults and expects all staff and volunteers to share this commitment.	<b>E</b>	<b>AP/I</b>