

MARKETING AND PR DEPARTMENT

VIDEOGRAPHY INTERN

JOB DESCRIPTION:

Introduction

Gordonstoun is one of the most famous schools in the world, being the first independent school to educate an heir to the British throne and three generations of the Royal Family. We are at a pivotal moment in our history with a vision to transform our campus, open our first overseas schools and continue making our mark as a leader in character education.

This is an opportunity for an individual who wants to develop videography skills for use in PR, Marketing and Communications to join our friendly and dynamic team in our beautiful 200 acre campus situated in the stunning North East of Scotland.

Our Marketing and Communications Department comprises an experienced and multi-skilled team who understand the history of the school and the importance of its reputation whilst also being willing to try out the latest ideas and take a risk on something new. The department plays a crucial role in designing high quality videos, digital marketing campaigns and raising the profile of the school. Our marketing materials need to encourage a wide range of prospective parents to consider Gordonstoun, from extremely high-net worth individuals to talented individuals who qualify for financial help in order to allow them to benefit from a life-changing education.

Gordonstoun has always been a pioneer and is now looking for a creative and ambitious videographer who can support a variety of projects. There are plenty of opportunities for you to shoot your own short videos for our social media channels and valued stakeholders, whilst also supporting staff to produce their own videos and to work with professional freelance videographers. We are looking for someone who is full of ideas but who is also well organised and can pull a complicated plan together to create a polished result.

This is an opportunity to work with one of the most recognised education brands in the world, in one of the most stunning landscapes in the UK.

We are looking for someone who has an understanding of what makes a compelling video, and who also has innovative ideas to help us to stand out in a competitive market. The successful candidate will help us to develop, design and manage videos across all departments in the school. Your own videography and editing equipment is an advantage. We welcome applications from individuals from all backgrounds.

Working as part of a small and agile team, the candidate will need to contribute to the wider objectives of the department as a whole. You will need to be as comfortable talking to a shy, six year old child as a sixty year old former pupil who is now the Chief Executive of global company.

Role description

- Assist the Communications team with video content for digital marketing

- Work with students to develop videos for our social media channels which are fun and authentic and which help us to have great engagement with pupils, parents and wider stakeholders.
- Work with staff to help them to record high quality videos for teaching purposes and to communicate with parents
- Work with our Admissions department to create short videos for Virtual Open Days.
- Work with professional shoot/edits to plan and organize exciting videos which promote the unique Gordonstoun experience
- Capture school life and significant events.
- Contribute fresh ideas to the team, using your own perspectives and experience
- Professionally represent the school, especially when corresponding with parents and outside agencies
- Stay abreast of developments in the marketing/education sector, the luxury brand sector and to keep Gordonstoun one step ahead of the competition
- Prepare reports and analysis for management as required

Person Specification

Essential

- Experience of producing creative and high-quality videos
- Ability to manage complex projects, work on own initiative and see projects through to completion
- Highly creative and interested in the latest trends
- Good understanding of video for social media
- Able to work flexible hours (including occasional evenings/weekends) to capture all aspects of a boarding school
- Great communication skills
- Flexible, with a can-do attitude
- A positive and proactive attitude to manage fluctuating volumes of work and conflicting priorities calmly and effectively.
- Strong attention to detail and accuracy
- Reliable and trustworthy
- Suitable to work with children
- Must be able to travel to our rural campus, including out of hours.
- Great sense of humour!

Terms and Conditions

- Up to 35 hours per week; hours can be flexible
- Some weekend working may be occasionally required
- Free lunch during term-time
- Access to gym / other benefits

- Office located in beautiful historic building within 200 acre rural campus

PERSON SPECIFICATION

Attributes	Essential	Desirable	Assessment Method
Education and qualifications	<ul style="list-style-type: none"> • Videography skills or qualification • Editing skills or qualification • Portfolio of videos 	<ul style="list-style-type: none"> • Current driving licence • English qualification/able to demonstrate good grammar and spelling. 	Application form Sight of qualifications at interview Portfolio
Knowledge	<ul style="list-style-type: none"> • Interest in the latest video trends and how they relate to marketing • Highly creative and interest in the creative industries • Understanding of video platforms (Vimeo, YouTube etc) • Understanding of social media platforms (Instagram, Facebook, Twitter, Tik Tok) 	<ul style="list-style-type: none"> • Experience of using e-communications such as Mailchimp • Understanding of Education sector • Interest in Marketing • Interest in working with premium brands 	Application form Interview Portfolio
Skills and Experience	<ul style="list-style-type: none"> • Able to demonstrate innovative and high quality video skills • Interest in digital communications • Able to work on a variety of technology/software platforms • Planning and organisational skills 	<ul style="list-style-type: none"> • Experience in producing effective videos for organisations • Experience of social media scheduling • Writing skills 	Application form References Interview Portfolio
Personal skills and qualities	<ul style="list-style-type: none"> • Great communication skills – able to get the best out of people and encourage less confident performers. • Flexible, with a can-do attitude. 	<ul style="list-style-type: none"> • Experience of working with people from a wide variety of backgrounds 	Interview References

	<ul style="list-style-type: none"> ● Someone who creates a positive and cooperative working environment. ● Able to understand and follow instructions ● Able to work on own initiative and unsupervised ● Reliable and trustworthy ● Extremely organised ● An international outlook 	<ul style="list-style-type: none"> ● Experience of travelling to/working with people from other countries/cultures ● Charity work or commitment to good causes 	
Child Protection	<ul style="list-style-type: none"> ● Suitable to work with children ● A full PVG check will be completed on the successful applicant 	<ul style="list-style-type: none"> ● Experience of working with children, vulnerable adults or young people 	References Interview PVG check

Salary and benefits

- A competitive salary is offered depending on skills and experience
- 6 weeks' paid holiday per annum
- Pension (auto enrolment into operations' staff pension scheme)
- Lunch provided (when school refectory is operating)
- Access to gym / other benefits
- Opportunity for additional home working during school holidays

Further information

- Start date: as soon as possible.
- Flexibility with hours to cope with busy periods will sometimes be required.
- Any extra hours worked will be reimbursed during school holidays
- 3 month probationary period.

Gordonstoun is an equal opportunities employer and considers all requests for flexible working.

Recruitment process

Applicants are invited to complete an application form online from the vacancies section of the Gordonstoun website www.gordonstoun.org.uk/employment/vacancies