

Job Description

Head of Content and Marketing

Effective Date:	2026-27 (Revised Annually)
Responsible to:	Director of Communications
Supervisory Responsibility:	Day-to-day direction of freelance and agency suppliers (photography, film, design, print)
Working Hours:	7.15 am to 3.00 pm. There is an expectation to attend team/school meetings; these will not exceed 20 hours per academic year. In addition to this, all employees should attend whole school staff meetings every term. You will not be paid extra for attending meetings listed above as this time has been included in your remuneration. This post also carries a requirement to attend and cover school events outside these hours, including evenings and occasional weekends — open days, performances, fixtures and community events.
Annual Leave:	8 weeks holiday per annum to be taken as agreed in advance with your Line Manager. Annual leave approval will be based on the needs of the school and its operations. Annual leave is to be taken as follows: during Winter Break when the school site is closed and the remaining holiday must be taken during the official school holidays, however cannot be taken during summer INSET or one week prior to the summer INSET week for the new staff induction week (approximately mid-August depending on the academic calendar). In addition, there is a requirement to be available in the days immediately before the start of each term and around major admissions events.

Main Purpose of the Position

The Head of Content and Marketing is responsible for ensuring clear and effective marketing, and plays a key role in delivering a world class education for British School Muscat (BSM) students by:

- Planning and producing the school's content, managing its channels, and delivering marketing campaigns and external events that support enrolment;
- Developing an effective marketing plan raising the visibility of the School;
- Improving the school's reputation and positive image within Oman and globally while building and sustaining strong and effective relationships with all stakeholders, parents, students and alumni;
- Establishing partnerships and collaborations with local businesses, organisations and other schools to enhance the schools visibility and positive impact;
- Increasing the number of new enquires generated and the conversion of enquires through to enrolment of students;
- Ensuring BSM provides exceptional customer service, ensuring that visitors and callers feel welcomed, assisted, and valued
- Support and strengthen the brand of British School Salalah (BSS)

Key Responsibilities

Content Production

- Plan and maintain a whole-school editorial calendar, agreed with the Director of Communications, covering the academic year and aligned to the admissions cycle and the school's key events;
- Produce video as the school's primary content format: filming, editing and publishing short-form content for social channels alongside longer pieces for admissions, events and the website;
- Photograph school life to a consistent professional standard and maintain an organised, searchable and properly credited image library;
- Write and edit copy for digital and print in the school's tone of voice, as set by the Director of Communications;
- Source stories from across all phases of the school by building working relationships with teaching staff, students and departments;
- Commission and manage freelance and agency suppliers where specialist skill or additional capacity is required, and manage those relationships and the associated budgets.

Channels and Audience

- Own the day-to-day management of the school's social media channels: channel mix, scheduling, publishing and community management;
- Monitor and respond to comments and enquiries across channels, escalating promptly to the Director of Communications anything carrying reputational, safeguarding or legal risk;
- Track performance across all channels and report regularly on reach, engagement and audience growth against agreed measures;

Marketing Campaigns and Admissions Support

- Design and deliver marketing campaigns tied to the enrolment cycle, in support of the Admissions team's recruitment and retention targets;
- Plan and run paid advertising across digital and print channels, managing spend against budget and reporting on return;
- Work alongside the Director of Communications and Admissions team to map the prospective family journey from first enquiry to enrolment, and produce the collateral that supports each stage of it;
- Undertake competitor and market research in Oman and the wider region to inform campaign planning and positioning.

External Events and Tours

- Plan and deliver the school's external-facing events, including open days, admissions events, exhibitions and community events;
- Deliver prospective family, VIP and sales tours to a consistently high standard, and brief and support colleagues who assist with them;
- Represent the school at recruitment fairs and exhibitions in Oman and, where agreed, regionally;
- Ensure every external event is planned as a content opportunity as well as a recruitment one.

Brand, Design and Assets

- Act as day-to-day guardian of the BSM brand, ensuring consistent application of identity, tone and design across school social media output;
- Build and maintain a library of brand assets, templates and simple guidance so that departments can produce on-brand material themselves;
- Oversee and approve branding and design for sports kit and branded uniform, including for BSS and BSM Marlins
- Advise colleagues across the school on design, print and production, and manage print suppliers;
- Support the production of the school yearbook as directed by the Director of Communications.

Data, Consent and Compliance

- Establish and maintain the school's image and video consent register, and ensure that no student appears in published content without valid, current consent;
- Ensure all content and campaign activity complies with the school's safeguarding policy and applicable data protection requirements;
- Maintain accurate records of campaign spend, supplier agreements and published output.

Working Across the School

- Work closely with the Head of Alumni Development on alumni stories, profiles and event content;
- Build effective working relationships with teaching and support colleagues across all phases of the school, and with British School Salalah colleagues as required;
- Carry out other relevant duties as directed by your Line Manager.

Person Specification

The Head of Content and Marketing will be able to demonstrate the following.

Shortlisting will be against the essential criteria; candidates will be asked to submit a portfolio or showreel of self-produced work with their application (details below).

1. Education and Qualifications

Requirement	E / D
Degree, or equivalent professional experience, in marketing, communications, journalism, film, digital media or a related field.	E
Professional qualification in marketing or digital marketing (e.g. CIM).	D

2. Knowledge and Experience

Requirement	E / D
Demonstrable experience in a content, marketing or digital communications role.	E
A portfolio of self-produced video work, from filming through to edit and publication.	E
Experience managing organisational social media channels and growing an engaged audience.	E
Experience planning and delivering marketing campaigns against defined targets, and reporting on results.	E
Experience managing paid digital advertising and interpreting performance data.	E
Experience planning and delivering public-facing events.	E
Experience in a school, education or not-for-profit setting.	D
Experience working in Oman or the wider Gulf, and an understanding of the local market and media landscape.	D
Experience of CRM or admissions systems (e.g. Veracross) and of funnel reporting.	D

3. Skills and Abilities

Requirement	E / D
Video production and editing to a professional standard	E
Photography and image editing to a publishable standard	E

Requirement	E / D
Excellent written British English, with the ability to adapt tone and register for different audiences	E
Design skills sufficient to produce on-brand collateral independently (e.g. Canva, Adobe Creative Suite)	E
Confident with analytics; able to read performance data and change approach on the strength of it	E
Highly organised; able to hold a forward calendar of work alongside competing and changing deadlines	E
Proficiency with Google Workspace and Microsoft Office	E
Arabic language skills	D

4. Personal Attributes

Requirement	E / D
Creative and self-starting; brings ideas and proposals rather than waiting for briefs	E
Comfortable in a small team where every member produces as well as plans	E
Sound judgement about what is and is not appropriate to publish about children, and a genuine commitment to safeguarding	E
Collaborative and credible with senior colleagues, teaching staff, parents and students alike	E
Willing to work flexibly around the school calendar, including evenings and occasional weekends	E
Resilient and solution-focused, with the discretion to handle sensitive school matters	E

Portfolio / Showreel

Candidates must submit a portfolio or showreel demonstrating their self-produced creative and marketing work. This should include examples of video content demonstrating the candidate's involvement across the production process, including filming, editing and publication.

The portfolio or showreel should, where relevant, also demonstrate skills in photography, image editing, graphic/design work, social media content and digital marketing. Candidates should clearly indicate their individual role and contribution to each example, particularly where work was produced as part of a team.

The portfolio/showreel should be provided as an accessible online link. A showreel should be no more than 5 minutes in length; alternatively, candidates may submit a portfolio containing up to 10 examples of work.

Any examples featuring children or young people must have been produced and published with the appropriate permissions and in accordance with relevant safeguarding and data protection requirements.

Safeguarding

All staff share responsibility for safeguarding and promoting the welfare of children and young people, and must be familiar with and act in accordance with the school's safeguarding and child protection policies; The post holder must report any safeguarding concern immediately in line with school procedure.

Professional Development

- To undertake appropriate CPD and training in connection with these responsibilities and personal career prospects.

Other

- To have professional regard for the ethos, policies and practices of the school and maintain high standards in your own attendance and punctuality;
- To uphold the code of Professional Conduct in your contract, demonstrating integrity and confidentiality at all times relating to school matters;
- Act in accordance with the professional duties and responsibilities outlined in the contract, staff handbook, job description and performance review.

Note

This job description reflects the present requirements of the post. As duties and responsibilities change and develop, the job description will be reviewed and be subject to amendment in consultation with the post holder.

BSM is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. Appointments are subject to satisfactory references and DBS/Police Safeguarding clearance.

Signature of Post Holder: _____ Date: _____