



JOB DESCRIPTION

July 1, 2025

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| Role: | Social Media Content Creator |
| Location: | Brighton |
| Hours of work: | 21 hours per week (0.6 FTE) |
| Reports to: | Social Media Coordinator |
| Remuneration: | £15,600 p.a. pro rata (£26,000 1.0 FTE) |

I. BACKGROUND

WaterBear is a college of music with campuses in Sheffield and Brighton, now in its seventh year of operation. The college is an innovator and can be described as a disruptor in the sector, with an edgy approach to brand, collaborations with current credible influencers and a flexible course delivery model.

We are a College of Falmouth University. In 2020, Falmouth also bought a stake in WaterBear. We thereby enjoy an unusually close strategic relationship with our university partner, with Falmouth occupying a seat on the WaterBear Board.

The appointment to this post is representative of the company having matured and entering a more ambitious growth phase. WaterBear intends to grow to accommodate approximately 750 students in the short-term, studying undergraduate and post-graduate courses, both on-site and online in each of the campuses. The student demographic will include a significant number of mature professionals with established careers, as well as younger, highly motivated degree and master's students. The opening of additional WaterBear centres in other locations will take the student numbers to over two thousand over the next three to five years. Known for innovation, quality and agility, WaterBear will dominate the music HE space in the UK.

This post represents an opportunity for the successful applicant to become a part of this exciting team and fundamental to the WaterBear story.

II. THE POST

WaterBear Education Ltd. is seeking to appoint a Social Media Content Creator based in Sheffield/Brighton/remotely to join our dynamic Marketing team. This role is integral to the College's digital presence and involves the creation of engaging video reels for various social media platforms, with a primary focus on Instagram. The ideal candidate will be passionate about music education, adept at storytelling through video, and proficient in the latest trends and best practices for social media content.

III. JOB PURPOSE

- To produce inspirational and engaging digital content and images for various social media platforms and campaigns.



- To initiate creative ideas and innovative content concepts, keeping up to date with latest social media marketing trends.

IV. MAIN DUTIES

The Social Media Content Creator will:

- Develop, film, edit and produce high-quality video reels for Instagram, YouTube, LinkedIn, X (formerly Twitter), and TikTok.
- Ensure all content aligns with the College's brand guidelines, voice, values, and marketing goals.
- Generate creative concepts for video content that engage and resonate with our target audience.
- Stay updated on the latest social media trends, tools, and platform updates.
- Implement best practices for video content creation, including optimising for platform algorithms and audience preferences.
- Work closely with the marketing team to align social media efforts with broader marketing campaigns and objectives.
- Experiment with new content formats and techniques to continuously improve engagement and reach.
- Solicit and incorporate feedback from the marketing team and audience to refine content quality.
- Maintain organised digital files and archives of all social media content.
- Assist the social media team with additional editing and/or design requirements for social media updates as necessary.

V. CONTEXT

In addition to the criteria listed above it is essentially the postholder's responsibility to aim to work in a way befitting a healthy work-life balance. It is of utmost importance that the professionals within the WaterBear team are fully aware of the various demands on the students in our care. We believe that students will learn most effectively if they have the requisite time and headspace for reflection and are healthy and happy in their studies. We believe the same to be true for all our staff members. In support of this we may from time to time recommend and provide professional development coaching, training or mentoring for all WaterBear staff to underpin this facet of WaterBear culture.

VI. PERSON SPECIFICATION

- Proven experience as a social media content creator, particularly with video reels.
- Proficiency in the use of professional video editing software.
- Strong understanding of social media platforms, especially Instagram, YouTube, LinkedIn, X, and TikTok.
- Excellent storytelling skills and a keen eye for visual aesthetics.
- Ability to work independently and manage multiple projects simultaneously.
- Passion for music and music education is highly desirable.
- Experience with graphic design software (e.g., Adobe Photoshop, Canva).
- Familiarity with music production and performance environments.