

Content Creator

Job specification pack



Welcome to Big Creative Academy

Big Creative Academy (BCA) is a specialist creative arts college for 16-19 year olds based in Walthamstow, E17.

Our intent is to provide young creatives from diverse backgrounds with the entrepreneurial skills and academic knowledge to have a powerful impact in the creative industries.

Through access to higher education and the development of cultural capital we will provide students with the attitude and resilience to succeed.



As an organisation we provide a supportive, developmental environment with a creative and innovative approach to education. Choosing to work for BCA will enable you to be part of a successful organisation that offer a good work-life balance to all employees, which includes a flexible working approach, a friendly, positive and purposeful working environment, and plenty of opportunities for social interaction between colleagues

We are a values-led organisation, award-winning in equality, diversity, and inclusion and a best practice college for LGBTQ+.

We work with integrity and passion, and are fiercely committed to creating a truly meaningful work environment, where individuals are empowered with the tools, technology, and training to unleash their full potential.

This is an exciting time to join BCA. We moved into our £21m new building in January 2021 with all new industry-standard studios and equipment.

We have 440 young people per year enrolled onto our Level 3 vocational programmes, and learners take qualifications in maths and English if needed. We have a job centre on site for learners and a sister organisation, Big Creative Training, offering apprenticeships. Progression outcomes for students are filling local skills needs for a growing creative arts sector.

The majority of our staff are dual practitioners, teaching their professional craft. This makes BCA an innovative environment in which to work. Together with our industry ambassadors and patron, Emeli Sande, all of our programmes are industry led and forward thinking.

Benefits of working for BCA

- Flexible Fridays, half day, to provide work-life balance
- Employee assistance programme
- Research-based professional development
- Supportive, caring and developmental environment with full staff wellbeing programme
- Excellent career development opportunities and performance recognition
- Staff social events
- Gym facilities for staff use
- Cycle to work scheme



Sacha Corcoran, MBE (Principal)

I'm really proud of the team at Big Creative Academy all working together to provide the best education possible for our learners. Our values are incredibly important to us and we look forward to welcoming you into the Big Creative family.

– Kindness – Respect – Inclusivity – Authenticity – Integrity –

What our learners and graduates say...

96% of learners at BCA say their overall experience is good. Here's what they had to say...

"The teachers always find time to help."

"I love the small class sizes, and the fun environment created."

"I get to do something I love with other people who have the same interests as me."



Not only did the college give us the tools and knowledge to succeed, they prepared us for life as creatives of the future.

Georgia



If it wasn't for BCA there's no way I would have become the person I am today. Thanks for helping me find myself!"

Amani

Job Description & Person Specification

Post Title: Content Creator

- Salary: £28,557 to £30,257 depending on experience
- Basis: Full Time
- Hours: 35 per week, 52 weeks a year
- Annual leave: 30 days per annum
- Start Date: ASAP
- Reporting to: Marketing Manager
- Location: Big Creative Academy, Clifton Avenue, E17 6HL
- Interview Date: 27th of July 2026

Purpose of the role:

We are seeking a highly skilled and creative Content Creator to join our team. The ideal candidate will be responsible for organising and executing shoots to gather engaging content for our website and other platforms. This role requires expertise in camera work, video editing (including proficiency with Adobe Suite), and designing assets for both online and print media. The candidate must also possess excellent time management skills and the ability to confidently articulate information about our courses.

Key Responsibilities:

- Content gathering and content creation
- Design and printing
- Social media posts
- Image content management

Principal Accountabilities:

- Plan, organise, and execute content shoots, ensuring high-quality footage and images are captured.
- Manage and maintain a central content library for BCE with back-ups in place.
- Support on the creation of PR and blog posts for our website to help continue to improve our SEO and GEO for AI Search.
- Operate cameras and other equipment to produce professional-grade content.
- Edit videos and photos using Adobe Suite (Premiere Pro, After Effects, Photoshop, Illustrator, etc.) or Final Cut Pro (video only)
- Design visually appealing assets for use in online and print media, including social media graphics, brochures, flyers, and website visuals.
- Create and manage engaging content for TikTok, Instagram, Meta and LinkedIn staying updated on platform trends and best practices to maximise reach and engagement.
- Manage social media platforms, posting and interacting with our community.
- Manage website content and updates including general updates, promotional content including banners and pop ups and blogs.
- Keep and maintain an image/video content management system
- Collaborate with the education teams to align content with our brand and educational goals.
- Manage multiple projects simultaneously, ensuring deadlines are met without compromising quality.
- Confidently present and speak about our courses and educational offerings at careers events or subject workshops.
- Stay updated on industry trends and incorporate new techniques and technologies into content creation.
- Participates in core recruitment activities, such as calls to students, careers events, and open evenings
- Develop effective working relationships internally and with external partners to enhance the reputation of Big Creative Education and its organisation's
- Participates in student enrolment and induction

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In addition, the post holder is expected to:

- Work towards achieving Big Creative Academy's mission and actively participate in our culture, striving towards outstanding teaching and learning, promoting wellbeing and bringing industry into the classroom
 - Travel to and meet with key stakeholders as appropriate to the role
 - Undertake continuous professional development, including research projects and a bespoke annual plan
 - Actively promote equality and anti-racism at all times
 - Carry out duties at all times with due regard to Big Creative Academy's policies, including safeguarding, health and safety and data protection and participate in training as required
 - To comply with and promote the Academy's safeguarding policies
 - Work flexibly and to undertake any other duties that may reasonably be allocated by the line manager, which may include working occasional evenings and weekends
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Person Specification

A – Application I – Interview

ATTRIBUTES	REQUIRED	DESIRABLE	METHOD OF ASSESSMENT
Education and Qualifications			
An undergraduate degree		✓	A
Qualifications in English and math's equivalent to GCSE Grade 4/C/Level 2	✓		A
Qualification or accreditation in design, photography or videography		✓	A
Knowledge and Skills			
Proven experience as a content creator with a strong portfolio showcasing camera work, editing, and design skills	✓		A
Proficiency in Adobe Suite (Premiere Pro, After Effects, Photoshop, Illustrator, etc.)	✓		A
Strong understanding of visual storytelling and the ability to create compelling content	✓		I
Experience in creating engaging content for TikTok, Instagram, Facebook, YouTube and X including an understanding of the platform's trends and algorithms	✓		I
Knowledge of current trends in digital media and content creation	✓		I
Experience in the education sector		✓	A
Experience			
High professional standards and personal integrity, with high expectations of self and others	✓		I
High level interpersonal, organisational and communication skills	✓		I
Good standard of written English	✓		A
Able to work collaboratively as part of a team, to deliver shared outputs	✓		I
Take initiative and innovate to drive continuous improvement	✓		I
Commitment			
Able to prioritise, meet deadlines, and work under pressure	✓		I
Able to positively challenge individuals and students and encourage reflective decision making	✓		I

How to apply

To apply you must submit the application form to bca-hr@bigcreative.education. This must include a supporting statement that evidences your experience matched to the accountabilities and person specification of the job role.

Closing date for application is **19th of July 2026**

Interviews will be held on **27th of July 2026**

Safeguarding

BCA operates safer recruitment practice in accordance with Keeping Children Safe in Education regulations. Please expect the highest level of scrutiny and background checks. Appointments are subject to satisfactory references being obtained, and an enhanced disclosure and barring service (DBS) check. New members of staff cannot start their positions until these documents are in place.

Warner Interviews

As a values led organisation we conduct Warner interviews as part of our recruitment process. These are designed to help us understand your own values and motivation for working with the specific cohort of young people we serve. We recommend that you research this interview technique should you be invited to attend an interview.



What our staff say...



I like the progressive nature of the college and how we are always looking to expand and offer a more rounded experience for the learners.

The best part of my role is being able to make a positive difference to the lives of many, supporting our young people in seeing their potential.

There is fantastic communication between members of staff and the management team.

I feel supported and encouraged in my role, inspired to continue working to deliver high quality and engaging material.

The staff get on well with each other and work together positively to benefit the organisation.

Lovely working environment with a supportive team and great students.

What we do, individually, and overall, makes a huge impact on the lives of these young people and empowers them.

I like the collaborative culture and genuine care for staff, with time and energy invested.

BCA is a small organisation with a big heart and a great mission to develop learners from disadvantaged communities.

I am trusted by my manager to use initiative and develop my area as I see fit. I feel trusted and valued in my ideas and opinions.

The environment at BCA is a huge stand out to me. The staff are diverse so it makes me feel very comfortable at work.

The absolutely fantastic team of staff that I work with – we all come from different walks of life yet share the same creative interests and goals in improving learner's experience and their lives in general.

The community feel to our college is second to none.



To find out more about BCA and our approach to education please visit <http://www.bigcreative.education/>

Big Creative Academy was rated “outstanding” by Ofsted at our last inspection.

[Read the full report >](#)

Useful links

[BCE promo video >](#)

Socials

Insta [@we.are.bce](#)

X [@we.are.bce](#)



BCA is an equal opportunities employer and positively welcomes applications from all sections of the community. We are committed to safeguarding all learners enrolled on our programmes and appointment of successful applicants will be subject to satisfactory references being obtained, and an enhanced disclosure and barring service (DBS) check.

bigcreative.education

