



Digital Content Creator & Videographer

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Job Title	Digital Content Creator & Videographer
Responsible to	Head of Marketing
Location	CAPA College, Mulberry Way, Wakefield, WF1 2QN
Grade	Grade 7, SCP 19 (FTE £32,061; actual salary £13,896)
Contract	Fixed-term maternity cover, part-time (22.5 hours per week), CAPA College Term Time + 5 Days
Contract Period	1 November 2026 to 31 August 2027
Start Date	1 November 2026
Closing Date	Sunday 13 th September 2026
Interview Date	Week Commencing 21st September 2026

Overall Purpose of the Post

This is a fixed-term maternity cover appointment from 1 November 2026 to 31 August 2027.

The Digital Content Creator & Videographer will bring the life, creativity and achievements of CAPA College to digital audiences through distinctive, engaging and high-quality visual content.

Working as part of the Marketing team, the postholder will plan, capture, edit and publish social-first content that tells authentic CAPA College stories and supports student recruitment, performances and events, employer and industry engagement, community activity and the wider profile of the College.

The role has a strong emphasis on fast, creative storytelling. The postholder will be confident spotting content opportunities, working directly with students and staff, capturing high-quality video and photography, and turning footage around quickly for platforms including Instagram, TikTok, YouTube, Facebook and LinkedIn.

They will combine excellent videography and editing skills with an instinctive understanding of social media, audience behaviour and current digital trends, while ensuring all content reflects CAPA College's brand, values, safeguarding responsibilities and exceptional student experience.

CAPA College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.



About Us

CAPA College (Creative and Performing Arts College) is one of the most exciting and innovative education providers in the North of England. Every year, students from across Yorkshire and beyond come to our corner of Wakefield to pursue their ambitions in the creative industries.

CAPA College provides students with intensive, full-time practical training alongside the rigour of academic Arts study. Over two years, students aged 16-19 develop exceptional creative, academic and transferable skills, extensive performance and production experience, and the confidence to progress to leading universities, conservatoires, apprenticeships and professional creative careers.

Students are enrolled on five distinct pathways: Musical Theatre: Performing Arts; Dance: Contemporary and Commercial; Drama: Stage and Screen; Film and TV Making; and Production Arts: Technical and Creative Theatre.

Since opening as Wakefield's first DfE-funded Free School in September 2018 within Enhance Academy Trust, CAPA College has established itself as one of the leading Arts education providers in the North of England.

- Ofsted 'Exceptional' in all areas (April 2026).
- 100% pass rate across A Level, UAL Extended Diploma and UAL EPQ in 2026.
- 90% of students achieved Distinction in the UAL Extended Diploma in 2026, compared with 29% nationally.
- 100% of students progressed to first-choice destinations, including leading drama schools, conservatoires, universities, apprenticeships and professional work.
- Recent destinations include RADA, Rambert School, ArtsEd, Royal Central, LAMDA and Laine, alongside professional work in theatre, cruise ships, television and film.
- Awards and recognition from organisations including the National Theatre, BBC, Sky TV, Arts Council England, One Dance UK and the Sixth Form Colleges Association.
- Highly oversubscribed, with applications significantly exceeding the number of available places.
- The only non-fee-paying specialist Creative and Performing Arts College of its kind in Yorkshire and the North East.

This is an exciting opportunity to join our award-winning team as CAPA College enters its next chapter and approaches its 20th anniversary in 2027.

For a creative content-maker, CAPA College is an extraordinary place to work: every day offers new stories, performances, rehearsals, projects, personalities and moments to capture.

Job Role Details

Working closely with departments across the College, the postholder will proactively identify and develop content that reflects the breadth of student life, curriculum activity, partnerships, performances, recruitment, events and community engagement.

Content Creation & Storytelling

- Create distinctive, engaging and platform-specific content for Instagram, TikTok, Facebook, LinkedIn, YouTube and emerging digital platforms.
- Plan, film, edit and publish short-form video content designed to maximise engagement, reach and audience connection.
- Create authentic content that captures the energy, personality, creativity and achievements of CAPA College.
- Identify strong stories and content opportunities rather than relying solely on pre-planned briefs.
- **Develop creative concepts, recurring formats and content series that strengthen CAPA College's digital identity.**
- Write engaging captions and work with the Head of Marketing to support campaign messaging and calls to action.
- Adapt tone, format, pace and style appropriately for different platforms and audiences.
- Produce high-quality content at pace, including same-day and next-day content where required.

Videography, Photography & Editing

- Capture high-quality video and photography using professional cameras, mobile devices and appropriate audio/lighting equipment.
- Film performances, rehearsals, workshops, student experiences, interviews, events, trips and behind-the-scenes activity in a range of environments.
- Edit content confidently using Adobe Premiere Pro or DaVinci Resolve and other appropriate creative software.
- Create polished edits incorporating sound, captions, graphics, music and branding as appropriate.
- Ensure content is technically strong, accessible and optimised for the platform on which it will be published.
- Maintain an organised, searchable archive of footage, photography and completed digital assets.
- Manage files and storage effectively, including appropriate naming, backup and retention of content.

College-wide Content & Marketing

- **Build positive relationships across College departments to ensure content represents the full breadth of the CAPA College experience.**
- Capture content from performances, rehearsals, workshops, enrichment, employer and industry events, curriculum activity, trips, community projects, recruitment events and wider College life.
- Support major marketing and student recruitment campaigns through compelling visual storytelling.
- Contribute ideas to campaign planning, content calendars and wider marketing activity.
- Work collaboratively with the Head of Marketing and colleagues to identify priority stories, audiences and messages.
- Support the promotion and documentation of CAPA College's artistic programme, partnerships, achievements and destinations.
- Represent the College professionally when creating content at external events and locations.

Social Media, Trends & Performance

- Maintain a strong awareness of current social media trends, formats, platform developments and audience behaviours.
- Recommend new ideas, formats and approaches that are appropriate for CAPA College and its audiences.
- Work with the Head of Marketing to review content performance, reach and engagement and use insights to inform future content.
- **Understand what makes content effective for young audiences while maintaining the professionalism and integrity of the CAPA College brand.**
- Support the scheduling and publishing of content across College channels as required.

Safeguarding, Brand & Digital Responsibility

- Ensure all content is produced and published in accordance with safeguarding, consent, GDPR, copyright and College/Trust requirements.
- Maintain appropriate professional boundaries when working with and creating content featuring young people.
- Use music, imagery, footage and other creative assets appropriately and in accordance with licensing and copyright requirements.
- Ensure content consistently reflects CAPA College's visual identity, tone, values and commitment to inclusion.
- Exercise sound judgement about what is appropriate to capture, publish and retain, escalating concerns where required.

Professional Responsibilities

- Work constructively and collaboratively as part of the Marketing and wider College team.
- Develop positive professional relationships with students, staff, parents/carers, visiting artists, partners and external stakeholders.
- Work independently and proactively, managing multiple projects and competing deadlines effectively.
- Be willing and able to travel to external events and locations as required.
- Demonstrate flexibility to work occasional evenings, weekends and unsociable hours to capture performances, events, recruitment activities and other College projects.
- Maintain accuracy, confidentiality and appropriate data protection standards when handling student and staff information.
- Comply with policies and procedures relating to safeguarding, child protection, Health & Safety, security, equality, confidentiality and data protection.
- Report safeguarding, Health & Safety or other concerns promptly to the appropriate person.
- Attend and participate in relevant meetings, training and continuing professional development.
- Maintain high standards of professional conduct and present a positive image of CAPA College and Enhance Academy Trust in all communications and interactions.
- Undertake other duties commensurate with the grade and nature of the post as reasonably directed by the Head of Marketing or Principal.

In return, we will offer you:

- An opportunity to create content in one of the most visually exciting, fast-moving and creative education environments in the region.
- A professional, friendly and supportive team.
- A personalised approach to continuing professional development.
- A College with a clear vision, exceptional outcomes and student welfare and development at the heart of its ethos.
- Automatic enrolment into a Private Health and Wellbeing Package.
- Automatic enrolment into the Local Government Pension Scheme.

For further information, please visit www.capacollege.co.uk or email recruitment@capacollege.co.uk.

Application forms can be downloaded from our website and returned with a covering letter by email to recruitment@capacollege.co.uk or by post to CAPA College, Mulberry Way, Wakefield, WF1 2QN.

Closing Date: Sunday 13th September 2026

Employment checks required include evidence of entitlement to work in the UK, essential qualifications, two satisfactory references, an Enhanced DBS Check, a Children's Barred List Check and confirmation of medical fitness for employment.

Person Specification

CAPA College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

We are looking for a creative, highly organised digital storyteller who combines strong videography and editing skills with an instinct for social-first content. The successful candidate will be proactive, confident around people and able to turn the energy of College life into engaging content quickly and professionally.

	Essential	Desirable
Skills & Experience		
Experience creating engaging content for social media platforms	Y	
Strong videography skills with the ability to capture high-quality content in varied environments	Y	
Proficiency in Adobe Premiere Pro or DaVinci Resolve, with the ability to edit and publish high-quality content	Y	
Ability to deliver high-quality content within short timescales, including same-day or next-day content	Y	
Strong understanding of current social media trends, formats and audience engagement	Y	
Ability to capture high-quality video and photography using professional cameras and mobile devices	Y	
Excellent visual storytelling skills and a strong eye for engaging content	Y	
Ability to manage multiple projects and prioritise competing deadlines	Y	
Excellent organisational and communication skills	Y	
Confidence working independently and collaboratively	Y	
Willingness to travel to external events and locations as required	Y	
Flexibility to work occasional evenings, weekends and unsociable hours	Y	
Experience managing organisational social media channels		Y
Knowledge of social media analytics and using insights to improve content		Y
Strong photography experience		Y
Experience with Adobe Creative Suite including Photoshop, Lightroom and After Effects		Y
Copywriting skills for social media captions and campaigns		Y



Experience within education, performing arts or the creative industries	Y
Graphic design experience using Adobe Express, Canva or similar	Y
Experience creating content aimed at Gen Z / young adult audiences	Y

Personal Qualities

Creative, enthusiastic, proactive and full of ideas	Y
Passion for performing arts, creative education and authentic storytelling	Y
Professional, reliable and approachable	Y
Excellent attention to detail	Y
Confident approaching staff and students and putting people at ease when capturing content	Y
Adaptable and able to respond positively to changing priorities and spontaneous opportunities	Y
Comfortable working in a fast-paced creative environment	Y
Sound judgement and understanding of safeguarding, consent and professional boundaries when creating content with young people	Y
Strong commitment to CAPA College's vision, values and ethos	Y

Please note that successful applicants will be required to comply with all Enhance Academy Trust policies.

The successful applicant will be subject to relevant vetting checks, including a satisfactory enhanced DBS disclosure and pre-employment and safeguarding checks before an offer of appointment is confirmed. Following appointment, the employee will be subject to rechecking as required.