

Highfield  Brookham

DIGITAL CONTENT CREATOR

NURSERY ♦ PRE-PREP ♦ PREP

LIPHOOK, HAMPSHIRE



Our School

Highfield and Brookham is a highly successful co-educational Nursery, Pre-Prep and Prep School in Liphook on the borders of Surrey, Hampshire and West Sussex. We offer a delightful working environment set in 175 acres of beautiful grounds in the South Downs National Park.

We are surrounded by stunning countryside yet we are only an hour from London. We are proud to have around 500 pupils at the school ranging from 2 years to 13 years old. Our aim is to provide a coherent academic journey from Nursery through to Year 8, delivering a dynamic, seamless and rich education.

We are broadly speaking a non-selective school. We celebrate our diverse community and welcome children of all abilities, nationalities and religions. It is this varied community that brings Highfield and Brookham its vibrancy. We regularly feed around 30 senior schools and enjoy an outstanding record of scholarship and Common Entrance success. In recent years we have been averaging 15 major awards annually, including regular academic scholarships to Winchester, Wellington, Marlborough, Canford and Bryanston as well as Sports, All-Rounder, Art, Music and Design Technology Scholarships.

Our teaching looks beyond the core curriculum to skills learnt through a diverse range of co-curricular activities. We have a broad spectrum of sport, drama, music, art and DT lessons on offer for our children.

Our approach to sport recognises that it is more than simply competing. Children learn about the positive effects of physical activity on the body and its benefits to their own health and wellbeing. We offer a wide range of sporting options including rugby, football, netball, hockey, cricket, swimming, cross country and athletics.

Our drama provision is enviable. We stage a production for every year group, right from Nursery every single year, and all children from Year 3 onwards are taught by a subject specialist drama teacher in their weekly drama lesson. We focus on developing performance skills which in turn builds confidence and self-esteem.

Music is very much at the heart of our school and children have the opportunity to perform on many occasions. We inspire everyone to find their musical passion with numerous choirs, ensembles, a rock club and concerts.

Art is treasured and our fantastically well-equipped art studio is an encouraging and inspirational environment, led by our equally inspirational specialist teachers. The DT workshop similarly is a hive of creativity as the children get to use our amazing tools such as the 3D printer, laser cutter and an abundance of wood and metalworking equipment.

Our extensive and beautiful grounds are made up of multiple sports pitches, acres of woodlands and forest school as well as four netball and tennis courts, full-sized astro and a 9-hole golf course. Our indoor facilities are just as enviable with three modern science labs, a fully equipped DT workshop, an airy art studio, a spacious dance drama studio, two packed libraries, state-of-the-art music school and traditional Chapel. These amazing facilities provide our children with the most inspirational learning environment.

We are extremely proud of our most recent addition to our facilities – The Beehive. The Beehive is a safe and welcoming wellbeing hub at the heart of the school site. Children are able to self-refer and the hub is a place where children can relax, reset and regulate their emotions when they need to. It is a friendly and positive space and home to some of our popular wellbeing activities.

Boarding at Highfield and Brookham is extremely popular but also optional. Our boarding provision has always been an integral part of the Prep school and perhaps the continued popularity reflects how well we do it. Over 100 pupils choose to board each term and the overwhelming majority of pupils in Years 7 and 8 opt to board. This is in sharp contrast to the decline in boarding numbers experienced in many similar schools. We offer a bespoke boarding option for children in Year 3 to Year 5. Our Junior Boarding House is home to up to 18 children who live together between four dorms on the first floor of the house. Our Senior Boarding House is home to up to 130 children in Year 6 to Year 8 and is found on the top two floors of the main school building.



Job Description

We are seeking a talented, hands-on Digital Content Creator to help tell the story of our thriving school community. This is an exciting opportunity to shape how we communicate our values and ethos — giving current parents a vivid snapshot of school life and inspiring new families to join our community.

The major responsibility of the post holder is to support the Director of Marketing and Admissions to generate admissions and raise further the profile of Highfield and Brookham School both nationally and internationally.

This role would suit an aspiring marketer eager to start their career in digital communications, or an experienced content creator looking for a role with purpose and variety. We'll provide appropriate training and ongoing support depending on your level of experience — what matters most is your talent for seeing and capturing the moments that make Highfield and Brookham exceptional.

This is a full time role, but part time hours would be considered for the right candidate.

Key Responsibilities

- Develop and manage a digital content calendar to communicate the school's brand and key messages effectively.
- Collaborate with teachers and staff to uncover, capture, and share engaging stories from daily school life.
- Produce visually compelling photography and videography that authentically reflect the energy, warmth, and creativity of our pupils and staff.
- Edit and deliver photos and videos promptly for use across social media and digital channels.
- Create dynamic, shareable content for social platforms to engage parents and attract prospective families.
- Monitor, listen, and respond across all social media channels to enhance engagement, build reputation, and generate leads.
- Monitor competitor schools' digital activity and conduct regular research and analysis to ensure our communications remain distinctive and effective.
- Work closely with stakeholders to promote all areas of the school, including the swim school, holiday activities, and special events.

- Support the promotion of key events such as open mornings, alumni reunions, and community occasions.
- Manage digital communications including email campaigns and newsletters for prospective parents.
- Oversee the school website, ensuring content is engaging, current, and aligned with our brand storytelling.
- Advise and assist with the production of marketing and communications materials, including the school magazine, coordinating written content and photography.
- Provide support at marketing events as required, which may occasionally involve work beyond normal hours.





Person Specification

Skills and experience

Essential

- Strong photography and videography skills, with the ability to capture compelling moments and convey stories visually.
- Proficiency in photography and video editing software (e.g., Adobe Creative Suite, Canva, or similar).
- A creative mindset with a strong eye for brand storytelling.
- A positive, can-do attitude with strong problem-solving and solutions-focused thinking.
- Excellent organisational skills and the ability to deliver high-quality work to tight deadlines.
- Strong written and verbal communication skills with attention to tone and detail.
- A collaborative approach and enthusiasm for working closely with colleagues across departments.
- Experience producing content for digital channels (social media, email marketing, websites).
- A belief in an independent education.

Desirable

- Performance SEO and an understanding of how to increase online visibility.
- Experience using Google Analytics to monitor and report on campaign performance.
- Knowledge of PPC campaigns, including Google Ads and Meta Ads (Facebook and Instagram).
- Basic graphic design skills with proficiency in Adobe InDesign or similar layout tools.

Remuneration

We offer a competitive salary and benefits package.

How to Apply

Applications should be addressed to: HR Manager, Highfield and Brookham, Highfield Lane, Liphook, Hampshire, GU30 7LQ or sent via email to recruitment@highfieldandbrookham.co.uk

Closing Date: Sunday 12th April, interviews w/c 20th April

We are an I.A.P.S. co-educational boarding and day Pre-Prep and Prep School for pupils aged 2 to 13. We are committed to safeguarding and promoting the welfare of children and applicants are expected to share this commitment. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers, the Employer Online Service regarding prohibition orders issued by the Secretary of State and the Disclosure and Barring Service (DBS). Highfield and Brookham is an Equal Opportunities Employer.





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