



Social & Content Creator

Early Years Stronger Practice Hub

BIRTH TO 19 

Introduction to Birth to 19

Who We Are

Founded on the principles of social enterprise, **Birth to 19** is committed to driving forward social mobility from the earliest days of a child's life. We work in partnership with agencies and families to provide place-based, whole-child support that helps children and young people achieve their potential and lead successful, healthy lives.

Since our founding in 2013, we have grown from an outstanding school to an organisation making a significant contribution to learning and health outcomes for children and young people across Bradford, West Yorkshire, and beyond. We now have a national profile, with our impact being recognised throughout the UK.

We work collaboratively with over 500 nursery, primary, special and secondary schools, private and voluntary early years providers, and charities. Locally, we are recognised as a model of outstanding leadership in early years and parent partnership, while our influence extends regionally and nationally.

Our Organisation is Made Up Of:

BIRTH TO 19

INSTITUTE FOR THE EARLY YEARS

Institute for the Early Years

Our Institute provides professional development and quality improvement support for schools, early years settings, local authorities and health services, focused on children from birth to five years old. This includes our role as the Early Years Stronger Practice Hub for West and South Yorkshire, delivered on behalf of the Department for Education.



50 Things to Do Before You're Five

50 Things reaches over 650,000 children across England, helping every child reach important developmental, health, learning and wellbeing milestones. We provide 50 low or no-cost ideas for play to parents and carers, now rolled out in over 23 Local Authority areas across the UK.



St Edmund's Early Years Stronger Practice Hub

A cornerstone of the DfE's offer to the early years sector, our Hub brings together all types of early years providers from the Yorkshire and Humber region. We signpost, develop and deliver training opportunities through virtual and face-to-face events, sharing and improving practice across the sector.

BIRTH TO 19

SCITT

Birth to 19 SCITT

Our School Centre for Initial Teacher Training provides professional learning courses leading to Qualified Teacher Status for around 100 postgraduate students each year. Judged 'Good' by Ofsted, we offer training routes for early years, primary and secondary age phase teachers. Over the past decade, we have supported almost 1,000 people to become teachers.

BIRTH TO 19

APPRENTICESHIP ACADEMY

Birth to 19 Apprenticeship Academy

Founded in September 2024, our Academy provides apprenticeships for childminders, schools and private nurseries. We offer early years apprenticeships at Levels 2 & 3, teaching assistant apprenticeships at Levels 3 and 5, and teacher apprenticeships at Level 6.

Job Description

Job Title: Social & Content Creator – Early Years Stronger Practice Hub (EYSPH)

Contract type: Full-time, permanent

Team: Marketing & Communications

Reports to: Marketing and Communications Manager

Location: Hybrid – Bradford office + home working

Salary: £28,142 - £31,022 (depending on experience)

Grade: Band 7

Role Purpose

The Social & Content Creators act as the first point of contact for their designated project area, leading on day-to-day communications, digital engagement, and the development of creative content including social media campaigns, flyers, handouts, promotional materials, and other service information resources. Their role is to strengthen the visibility and impact of Birth to 19 services by increasing audience engagement, expanding reach, improving campaign effectiveness, and encouraging participation from their target audiences.

While each role has a lead focus within a specific Birth to 19 stream, the post holders work collaboratively across the wider organisation to provide flexible support, ensure consistency of messaging and branding, and contribute to shared campaigns and organisational priorities.

Key Responsibilities

Social Media Management

- Develop and implement social media content strategies that promotes the Early Years Stronger Practice Hub programme at regional level
- Create, coordinate and evaluate innovative and engaging content across a full range of social media and digital channels, including organic and paid media, to inform, influence and inspire our diverse sector
- Write and adapt platform-specific content and messaging to maximise sector engagement and campaign effectiveness
- Monitor, evaluate, and report on performance across all platforms, providing insights and recommendations to improve reach, engagement and impact
- Manage day-to-day social media activity, ensuring timely responses, brand consistency and adherence to organisational policies and best practice

Design & Creative Production

- Design and produce high-quality social media graphics, carousels and digital assets to support campaigns and organisational priorities
- Create promotional materials including flyers, posters, banners, presentations and other marketing resources

- Develop and maintain branded templates and creative assets to support consistent communication across programmes and projects
- Ensure all content complies with organisational brand guidelines, accessibility standards and communications best practice
- Produce and edit short-form video content for social media, digital campaigns and online engagement activities
- Coordinate and support photography and filming activities where required

EYSPH Content Support

- Aligned with the programme aims and EYSPH Lead's strategy, design and develop visual assets for conferences, training sessions, webinars, workshops and events
- Coordinate the production of downloadable resources
- Design and develop visual assets for conferences, training sessions, webinars, workshops and events
- Support the planning and delivery of event branding, signage, displays and promotional materials to ensure a consistent and professional presentation

Email Marketing

- Work collaboratively with the EYSPH Lead, IFTEY Director and Campaigns and Content Marketing Lead to plan, develop and deliver targeted email marketing campaigns
- Liaise with the CRM & Events Officer to maintain mailing lists, audience segmentation and data quality
- Monitor campaign performance, analysing metrics such as open rates, click-through rates, bookings and engagement levels, and provide recommendations for improvement
- Design and prepare graphics, imagery and supporting content for email communications

Web & CMS

- Prepare graphics and imagery for websites
- Upload and manage and maintain content on both the external EYSPH site and third-party website ensuring information remains up to date, accurate, relevant and accessible
- Monitor website content and user experience, identifying opportunities to improve usability, engagement and performance
- Support the development and updating of campaign landing pages and digital content

Analytics & Reporting

- Track performance across digital channels
- Produce regular reports and insights to inform improvements

Event & Campaign Support

- Coordinate the preparation and production of event materials, giveaways and resources for events

- Provide on-the-day support at events (including occasional evening and weekend work)

Skills & Experience

Essential

- Experience in a digital marketing role (2-4 years)
- Experience managing social media professionally
- Experience using CMS platforms
- Experience with email marketing tools
- Good copywriting and editing skills
- Strong verbal and written communication skills
- Able to work both collaboratively with other teams and independently
- Demonstrable ability to complete work to a high standard, delivered on time
- An eye for detail, including in digital content and written text
- Proactive and positive problem solver, self-starter and finisher
- A passion for making a difference to the lives of all children and families, but particularly those facing social and economic disadvantage

Desirable

- Degree or equivalent in professional marketing/digital marketing
- SEO knowledge
- Experience supporting video/photo content
- Experience working in multi-stakeholder environments
- Good understanding of and experience using a range of design and communication tools (such as Google Workspace, Canva, HubSpot, ConcreteCMS)
- Understanding of the core principles of successful social media campaigns and website development

About you

You should be a confident marketer with hands-on experience managing social media, and a variety of content types. If you're organised, detail-oriented, and enjoy bringing content to life on-and offline, we'd love to hear from you.

Working with Us

Working with Birth to 19 is unique. We are a supportive, values-driven organisation, small enough to innovate quickly and ensure everyone is valued and nurtured, yet large and successful enough to have influence with local and national decision-makers.

We want all staff to share our belief that children and young people should be at the centre of everything we do. This means a commitment to community cohesion and social mobility for all, particularly those facing social and economic disadvantage.

You should be comfortable working in an evolving and rapidly changing environment. If you're innovative, curious, and not afraid of a challenge, we'd love to hear from you. This role would suit someone interested in developing a career within the charitable or public sector.

Benefits

- 29 days annual leave per year, plus bank holidays
- Training and development opportunities
- Staff pension scheme
- Wellbeing scheme
- Subsidised lunches
- Access to Blue Light card

Application Instructions

To apply, please download the application form from the website, or email abigail.traynor@stedmundsbradford.org.uk, then send us:

- Completed application form
- Copy of your CV
- Covering letter (optional)

Please ensure you demonstrate how you match every area of the person specification, and tell us how your experience, knowledge and skills align to the role and the organisation.

Please title each document with your name and application submission date and send your completed application to: abigail.traynor@stedmundsbradford.org.uk

Closing Date: 17th July 2026

Eligibility

You must be eligible to work in the UK for the duration of your employment. Information is available at <http://www.ukba.homeoffice.gov.uk/>

Equal Opportunities

We are committed to ensuring all candidates have equal access to our recruitment and selection procedures. If you have a disability, impairment or long-term health condition that

may affect your ability to submit an application, or if you need any adjustments to attend an interview, participate in the selection process, or carry out the job, please email: abigail.traynor@stedmundsbradford.org.uk

This will enable us to make reasonable adjustments to support you. Any information provided will be treated confidentially and will not inform any part of the recruitment and selection process.