



Dubai  
English  
Speaking  
Schools

## Job Description and Person Specification

**Job Title:** Content Team Leader  
**Reports to:** Marketing and Communications Director

### OBJECTIVE OF THE ROLE

Dubai English Speaking Schools are seeking a highly passionate and motivated **Content Team Leader** who brings not only strong skills in videography, editing and photography, but also the leadership presence to guide a growing creative function. You will set the standard for high-quality content across all three schools, inspiring and directing our team while confidently leading the full creative process from concept to completion.

You should thrive in a fast-paced, multi-school environment, balancing hands-on creative work with the ability to lead content planning, manage competing priorities and drive high performance. Strong communication skills are essential, enabling you to script, direct, produce and advise stakeholders on the most effective content outcomes.

If you are a dynamic leader who enjoys shaping creative direction, supporting team development and delivering impactful content—while maintaining a healthy work/life balance in a vibrant school community—we would love to hear from you.

### MAIN RESPONSIBILITIES

- Provide creative leadership and direction for all content produced across the three schools.
- Hold final approval authority for all content before publication.
- Ensure all content aligns with brand guidelines, school identities, school priorities and strategic goals.
- Manage content requests, clarify briefs, coordinate approvals and ensure team understanding.
- Lead, mentor and support content staff, ensuring high creative performance and professional growth.
- Assign projects, balance workloads and ensure efficient use of team capacity.
- Conduct regular check-ins, provide constructive feedback and support skill development.
- Uphold high creative standards across all team outputs.
- Oversee the project management system, ensuring all tasks, deadlines and workflows are accurately tracked.
- Ensure the team delivers all content according to the pre-established content calendar.
- Continuously refine workflows to improve efficiency and output quality.
- Monitor content performance using analytics, report on engagement and reach and implement strategic improvements based on data insights.
- Maintain full responsibility for the timely delivery of all content across all platforms.
- Creating high-quality video and photographic content to enhance the marketing and promotion of DESS.
- Event coverage to capture both live content and recap videos. This will include but not be limited to school events, performances, sports fixtures, assemblies and special occasions, ensuring high-quality footage that captures the atmosphere and key moments.
- Planning, storyboarding, filming and editing promotional videos, interviews, highlight reels and short-form content for digital platforms.

- Producing refined, engaging final videos using high-quality editing techniques, including graphics, captions, transitions and sound balancing.
- Capturing visually strong images that reflect the energy and spirit of school life, ensuring professional framing, lighting and attention to detail.
- Creating and uploading daily story content for social media.
- Working closely with all departments across DESS to identify opportunities for visual storytelling to deliver exceptional content.
- Managing content assets by organising, cataloguing and archiving photo and video files systematically for easy retrieval and long-term use.
- Ensuring all content complies with safeguarding policies and parent permissions.

## PERSON SPECIFICATION

### Role Requirements:

- Premiere Pro / DaVinci Resolve - Experience with video-editing software is essential, along with Lightroom and Photoshop. Knowledge of After Effects is advantageous.
- Independent Workflow - Able to work independently and confidently set and follow a production schedule from start to finish.
- Project Ownership - Demonstrate responsibility and full ownership of each project, ensuring strong outcomes.
- Organisation & Multitasking - Able to organise, prioritise, and multitask effectively, especially during busy periods of the academic year.
- Deadline Management - Ensures all projects are completed on time and to the expected standard.
- Creative Innovation - Strong creative flair with the ability to bring fresh, trending and innovative ideas to visual content, ensuring the school's media remains engaging and current.
- Social Media Proficiency - Confident in using social media platforms for content publishing and engagement.
- Communication Skills - Excellent communication skills, with the ability to engage effectively with everyone from primary school children to Senior Management.
- Microsoft Office 365 - Working knowledge of Office 365 applications.
- Equipment Handling - Able to safely handle, maintain, and care for filming and photography equipment.
- Flexible Schedule - Willingness to work flexibly, including hours outside the standard workday and at varying locations.
- Professional Representation - Must consistently represent DESS in a professional and positive manner.

### Personal Characteristics:

- Creative mindset with high creative accountability.
- Independent worker with leadership confidence.
- Strong organisational skills.
- Patience, flexibility and adaptability.
- Calm under pressure.
- Confident and effective verbal and written communicator.
- Strong people skills and relationship building ability.
- Confident giving direction during filming and photography.
- Passionate, driven and committed to excellence.
- Decisive, collaborative, constructive and open to feedback.
- Proactive, curious and confident in guiding a team.

**This list is not exhaustive and is designed to provide a framework for areas of development the successful candidate will have responsibility for within DESS.**