

Human Resources Department

Job Description

Post Title:	Content, Design & Events Assistant
Faculty/Department:	Henley Business School, Africa
Reports to:	Head of Department (HOD)
Responsible for:	Supporting Marketing, Events, and Business Development teams through in-house content creation, design, and experience capture.

Purpose

The introduction of a Content, Design & Events Assistant role addresses a critical gap by providing a dedicated internal resource responsible for generating and curating multimedia content, assisting with design, and capturing the Henley experience across events.

This position exists to capture, create, design, and curate compelling content that reflects the Henley experience and strengthens the brand across digital, social, and event platforms.

Main Duties and Responsibilities

Content Creation & Curation

1. Serve as the in-house creator and curator of photography, videography, and interviews featuring students, alumni, staff, faculty, and partners.
2. Capture authentic moments that bring Henley's story to life across programmes, events, and community initiatives.
3. Edit and package content for use across social media, website, newsletters, and other platforms.
4. Identify new content opportunities aligned with Henley's strategic marketing themes.

Design Support

1. Assist the design team with creative outputs ensuring adherence to Henley's brand guidelines.
2. Create layouts and assets for digital and print materials, including event banners, social media graphics, and templates.
3. Coordinate visual direction, campaign alignment, and versioning with the marketing team.

Events & Experience Capture

5. Capture high-quality photo and video content at Henley events, graduations, exhibitions, and activations.
6. Edit and deliver highlight reels and photo sets for internal and external use.

7. Collaborate across departments to showcase the Henley Experience through human-centric storytelling.

Social Media & Publishing

1. Maintain a structured content calendar aligned with campaign and event timelines.

Administration & Workflow Support

1. Manage content libraries (photo, video, design files) with proper tagging and version control.
2. Track deadlines and coordinate with proofreaders, designers, and reviewers.
3. Support briefing, review, and approval processes with internal and external stakeholders.

Success Factors

- Strengthened internal content production capacity and reduced reliance on outsourced services.
- Improved turnaround times and responsiveness for social and event content.
- Enhanced brand visibility through consistent and authentic storytelling.
- Increased operational efficiency and cross-functional collaboration.

Supervision Received

This role reports to the Head of Department (HOD). The post holder will be expected to work independently, lead their area of responsibility, and deliver content within agreed guidelines and deadlines.

Supervision Given

None directly, though the role will coordinate with external creatives, photographers, and videographers as required.

Contact

Frequent interaction with staff, students, alumni, faculty, and external partners for content creation and event coordination.

Terms and Conditions

Full-time post located at Henley Business School, South Africa.

Working hours: 8:30 – 17:00, Monday to Friday (40 hours per week).

Due to event schedules, after-hours work may be required (no overtime payable).

Person Specification

Job Title	School/Department
Content, Design & Events Assistant	Marketing Department

Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Strong creative eye and storytelling ability. • Skilled in photography, videography, and editing (Adobe Creative Suite, Canva, or similar). • Basic to intermediate graphic design skills. • Excellent written and verbal communication skills. • Ability to manage multiple projects and work to tight deadlines. • Strong interpersonal skills and collaborative mindset. 	<ul style="list-style-type: none"> • Motion graphics and animation skills. • Experience with CMS or digital publishing tools.
Attainment	<ul style="list-style-type: none"> • Relevant diploma or degree in Marketing, Design, Communications, or Media Production. 	<ul style="list-style-type: none"> • Advanced qualification or certification in Digital Media or Graphic Design.
Knowledge	<ul style="list-style-type: none"> • Understanding of brand management and content strategy. • Familiarity with social media platforms and best practices. • Awareness of the higher education and leadership development landscape. 	<ul style="list-style-type: none"> • Knowledge of Henley Business School's programmes and brand voice.
Relevant Experience	<ul style="list-style-type: none"> • Minimum 1–2 years' experience in content creation, design, or digital marketing. • Experience producing and editing multimedia content for campaigns or events. 	<ul style="list-style-type: none"> • Experience working in an educational or creative agency environment.

Disposition	<ul style="list-style-type: none"> • Passionate about storytelling, education, and brand impact. • Collaborative and proactive mindset. Adaptable, organised, and detail-oriented. • Positive and engaging personality suited to a dynamic environment. 	N/A
Other	<ul style="list-style-type: none"> • Willingness to travel locally for events. • Availability for occasional after-hours and weekend work. 	N/A