

JOB DESCRIPTION

Job Title:	<u>Beauty Digital Content Expert</u>	Version:	<u>1.0</u>
Department:	<u>Project Management Office</u>		
Reports To:	<u>David Perry</u>		
Supervises:	<u>N/A</u>		
Grade:	<u>14</u>	Date:	<u>19/06/2026</u>

Purpose of Job:

Act as an experienced and commercially aware Beauty & Make-Up Subject Matter Expert (SME) playing a pivotal role in the development of a cutting-edge digital learning platform for the hair and beauty sector.

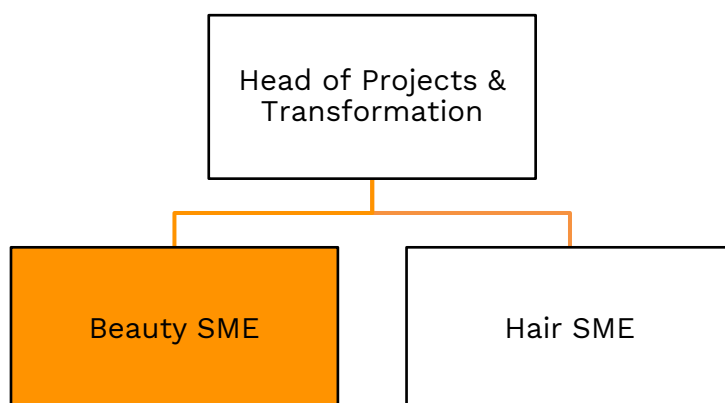
To provide robust industry expertise, an in-depth understanding of sector-related educational standards, and oversee video content production, ensuring that all learning materials created align with Level 2 and Level 3 vocational qualification requirements whilst also remaining engaging to learners and meeting commercial objectives.

To drive marketplace awareness of the platform and assist in the development of commercial relationships.

Dimensions:

Financial:	No budget responsibility
Staff:	Not required to oversee any staff
Others:	Will work as part of a cross-functional project team, including partners outside of VTCT Skills

Organisation Structure:



Principal Accountabilities:

Curriculum & Technical Leadership

- Act as the subject matter authority for beauty across Level 2 and Level 3 vocational qualifications.
- Advise content creators to ensure all video content aligns with awarding body standards, regulatory requirements, and industry best practices whilst maintaining commercial appeal and value
- Hold final decision-making authority on the approval and publication of all beauty content to the membership platform, ensuring alignment with quality, brand and strategic standards.

Content Development & Scripting

- Write high-quality scripts for video voiceovers
- Collaborate with instructional designers and production teams to create engaging, accurate learning materials.
- Attend shoots where required, and review content outputs during post-filming edits.

Brand Partnerships

- Build, develop and maintain strong relationships with beauty brands, support the creation of CPD content.
- Support the beauty brands in creating the content within agreed production schedules.

Commercial & Sales Support

- Support sales efforts by presenting the platform to commercial brands and educational partners as required.
- Represent VTCT Skills at promotional events, conferences, and trade shows, building market awareness of the membership platform, promoting its features and benefits.
- Supporting customer enquiries and questions, and signposting to relevant support where appropriate.

Ongoing Platform Development & Innovation

- Continuously monitor and remain up to date with relevant industry regulations and educational policies that could impact the development of content on the online platform.

General Responsibilities:

- Undertake training and development as required by the organisation.
- Demonstrate by actions commitment to organisation's Values.
- Demonstrate by actions commitment to equality, diversity and inclusion.
- Any other duties commensurate with role to support the organisation's business needs.
- To be responsible for their own health and safety.

Working Relationships and Contacts:

- Work directly with the Head of Projects and Transformation and be part of the collaborative project development team.
- Work closely with external creative team partners and contractors to oversee the production of Level 2 and Level 3 video content. Influence style, tone, and direction whilst encouraging the creative process.
- Establish and develop relationships with industry brands and training centres.

Person Specification:

ATTRIBUTES	ESSENTIAL	DESIRABLE
Knowledge <i>This relates to the level and breadth of knowledge required to do the job, e.g. an understanding of a defined system, practice, method or procedure.</i>	Advanced knowledge of Beauty Therapy, Make-Up artistry and current trends Strong understanding of Level 2 and Level 3 vocational qualifications (e.g. VTCT or equivalent) Knowledge of curriculum design, assessment methods and e-learning best practice Understanding of health & safety, hygiene and client care standards	Awareness of digital learning platforms and blended learning delivery Knowledge of commercial beauty brands and product ranges
Technical/Work-based Skills <i>This relates to the skills specific to the job, e.g. language fluency, typing skills, etc.</i>	Strong script writing and educational content development skills High level practical beauty therapy and make-up demonstration capability Ability to quality assure content against qualification standards	Experience in video production or working with creative teams Familiarity with LMS or e-learning authoring tools
General Skills/Attributes <i>This relates to more general characteristics required to do the job effectively, e.g., effective written communication skills, ability to delegate, motivation or commitment etc.</i>	Proven experience in the hair and beauty industry, strong understanding of vocational qualifications, experience in teaching or curriculum development, excellent communication and writing skills. Strong stakeholder engagement and relationship-building skills, possess commercial awareness, demonstrate attention to detail and be quality-focused. Be self-motivated and adaptable.	Ability to influence and motivate teams in content creation. Excellent presentation skills.

Experience <i>This is the proven record of experience and achievement in a field, profession or specialism. This could include a minimum period of experience in a defined area of work (take care to ensure period stated is appropriate and not unnecessarily excessive).</i> <i>Please include a minimum no. of years of experience where possible (i.e. 3+ years).</i>	Have a minimum of 3–5 years' experience in the beauty industry. Experience in teaching, assessing or curriculum/content development Experience with recognised vocational qualifications	Experience with beauty brands or commercial partnerships Experience supporting sales or demonstrations Understanding of digital learning content production
Qualifications <i>Please state the level of education and professional qualifications and/or specific occupational training required.</i>	Hold a recognised formal Level 3 qualification (or above) in Beauty Therapy or Make-Up Be up to date with industry CPD requirements	Level 3 Award in Education & Training (or equivalent) Assessor or IQA qualification

Job Description Confirmation Section**Job Title:** Head of Projects & Transformation**Department:** PMO**I confirm that this is a true and accurate reflection of this job****David Perry****LINE MANAGER/SUPERVISOR
signature****Print Name****19th June 2026****Date****JOBHOLDER signature****Print Name****Date****Comments/Notes:**

This post is to be offered as a six month fixed term contract. The role will require the ability to accommodate frequent travel in and around the London area, and occasional overnight stays, to support location filming. Travel and accommodation costs will be reimbursed.

Although the role will be employed by VTCT Skills, for the period of the six month fixed term contract this post will be under secondment to a subsidiary company thereof to support the development of a new business venture.

