



Marketing Executive

Role Profile

We are looking for an ambitious and creative marketing professional to join our Marketing Department. Your focus will be on events, campaigns and communication bringing fresh ideas, a keen eye for detail and a proactive mindset to support the school's strategic goals. To be successful in the role, you'll need to take responsibility and ownership of tasks, build effective working relationships and be able to work on multiple tasks within a fast-paced environment

Hours of Work

Part-time, 25 hours a week Monday to Friday. Suggested hours would be 09.30-14.30 but there is flexibility around this. Occasionally, if there are important school events scheduled, you may be required to work on a Saturday morning. Any hours worked will be given back as time in lieu.

Remuneration and Benefits

The successful candidate(s) can expect:

- Competitive salary, pension and holiday benefits.
- An employee assistance programme with extensive support in relation to wellbeing and wellness, finance and legal, work and personal issues, as well as a wide range of rewards and discounts.
- Free car parking
- Complimentary use of the School's staff gym and sports centre.
- Delicious meals in our Dining Hall during term time.
- A beautiful setting in which to work
- To join a delightful team and exceptional working environment.
- Competitive school fee remission (means tested)

Start Date

October 2025

Job Description

Reports to: Director of Marketing & Communications

Tasks & Responsibilities:

- Work with the Director of Marketing & Communications (DMC) to deliver the marketing and development strategy.
- Become fully immersed in school life, gaining a full understanding of day-to-day operations, the timetable, the teachers and support staff and the children. Using school devices, capture images and videos of school life for use in communication and marketing.
- Work with the DMC and staff body to deliver exceptional communication to our parents, staff and third parties:
 - Gathering and creating quality content from across the school for use in our marketing and communications.
 - Accurate, timely, useful and engaging communications to parents through our owned channels including production of our weekly newsletter The Gateway.
 - Articulate, both visually and via copy across all media and platforms, a creative and integrated approach for the delivery of Port Regis' public profile to target audiences.
 - Utilise social and digital media platforms to deliver targeted campaigns supporting our pupil recruitment strategy.
 - Manage the content and performance of the school's website and using the content management system.
- Work with DMC and Admissions to deliver engaging and successful marketing campaigns to support our pupil recruitment aims:
 - Integrated campaigns both on and offline to drive interest for open mornings and personal tours throughout the year.
 - Monitoring and management of campaigns providing reports on progress, performance and outcomes. Making any necessary adjustments to improve performance during or for a following campaign.
 - Ensure tracking of ROI for on and offline advertising and campaigns.
- Assist the Development Officer with the development and management of our alumni network as required.

Job Content

- Brand management – ensure use of school branding is in adherence with brand guidelines and its integrity upheld across all channels.
- Cultivate a detailed knowledge of market trends and developments to help inform our marketing and development plans.
- Working closely with Admissions, Heads of School and Heads of Department help devise, coordinate and manage all branded materials including prospectus, admissions packs, welcome packs and marketing items.
- Manage the school image and video library as well as central devices such as ipads, camera phones and LSRs, downloading photographs in a timely manner.
- Manage the school Flickr account and upload albums of photographs on a weekly basis.
- Update termly and annual documents for My School Portal, such as the menus, Parents' Handbook, PR+ Programme (which is the schools Saturday morning enrichment programme) and activities brochures.
- Update news stories on the website and on key external sites on a weekly basis.
- Ensure the School's profile and listings for all relevant education publications and external digital platforms are maintained and up to date.
- Review Google Analytics to analyse and report on the effectiveness of the website including SEO.

- Provide reports and analytics on Ad Words, Facebook, Instagram and any other social platforms and online advertising.
- Ensure that marketing and development activities are carried out in compliance with current legislation and regulations, including, but not limited to, data protection requirements.

Compliance

- The post holder will be required to ensure that all of the School's marketing and development activities are carried out in compliance with current legislation and regulations, including, but not limited to, data protection requirements.

Safeguarding

- All Port Regis staff are responsible for safeguarding the School's children and must comply with the School's safeguarding policies and procedures.

General

- The job description is a general outline of the role's duties and responsibilities and may be amended as the School develops and the role grows. The post holder may be required to undertake other duties as reasonably required from time to time.
- The post holder will be required to adhere to the School's policies and procedures as issued from time to time and available on the School's compliance system, iAMCompliant.
- Comply with statutory requirements for example the Health and Safety at Work Act and the Data Protection Act and School policies and procedures in this regard including carrying out and implementing risk assessments as required.
- Adhere to the school's training requirements.
- Maintain positive and effective communication with all members of the Port Regis community including pupils, staff, parents and Old Port Regions (OPRs); external users; the local community; and outside agencies.
- Ensure the reflection of Port Regis' values in all communications.

Person specification

Essential

- A commitment to promoting and safeguarding the welfare of children
- At least three years of experience in a marketing and development environment
- Sound knowledge and understanding of the independent school sector, an affinity with Port Regis' Vision and Values, and the ability to promote the School in a compelling manner
- Exceptional verbal and written communication skills, with a proven track record of creating and delivering high quality marketing materials and communications across a variety of media channels
- Innovative thinker with a proven track record of generating creative ideas and transforming them into outstanding visual and written brand messages
- Experience of using social media platforms in a creative manner and analysing their effectiveness
- Strong attention to detail and excellent copy writing and proofreading skills
- IT proficient, with experience of MS Office, Content Management Systems, CRM databases or equivalent, social media platforms and preferably online promotion tools and web technology
- The ability to work under pressure, to tight deadlines, with accuracy and creativity, and to prioritise workflow to ensure deadlines are met
- Proactive, with the proven ability to work independently, and take responsibility for actions
- Strong team player who can develop effective working relationships
- Sound knowledge of, and ability to ensure compliance with, data protection and fundraising regulations and best practice

- Ability to multi-task and to prioritise and manage a varied workload with accuracy and at a fast pace to meet deadlines
- Diplomacy and integrity
- Patience and a sense of humour
- Flexible and calm under pressure

Desired

- Proven experience of a similar role in an independent school

Application Procedure

If you feel you can meet the requirements of the post, I would be delighted to hear from you. Please complete the application form linked with this advert and send it, along with a covering letter, to Clair Beaty-Pownall at peopleteam@portregis.com or via post to Port Regis, Motcombe Park, Shaftesbury, Dorset SP7 9QA at your earliest convenience and to arrive **before 12.00 on 22nd August 2025**. Please read the Safer Recruitment Pack, Child Protection & Safeguarding Policy and Code of Conduct Policy in conjunction with your application.

Diversity and Inclusion

Port Regis is committed to equality, diversity and inclusion. We encourage applications from a diverse range of suitably qualified candidates, including candidates wishing to work flexibly or requiring reasonable adjustments.

Safeguarding

Port Regis School is committed to safeguarding and promoting the welfare of children and young people. Applicants must undergo child protection screening, including checks with past employers and the Disclosure and Barring Service.