



Digital Marketing Executive

Are you passionate about digital marketing? Do you love creating content for social media channels? Are you looking for a role with flexibility to pursue other work opportunities and interests over school holiday periods?

We are looking for an ambitious and creative digital marketing professional to join Port Regis to shape and grow the school's digital presence. Working in a small, friendly and dynamic Marketing and Communications team, you'll be at the heart of School life, capturing the energy of the classroom, the buzz of a boarding school and the unforgettable moments that define a Port Regis education, showcasing what makes our school community so special.

About Port Regis

Founded in 1881, Port Regis is steeped in history and yet it remains a community that is, at its core, forward thinking and innovative in its approach to educating young children.

Few other prep schools can provide the breadth of experience on offer at this school. It is renowned for its exceptional staff and academic credentials, as well as its first-class facilities set within 150 acres of stunning grounds in rural Dorset. Port Regis delivers an outstanding holistic education that inspires the head, the hand and the heart and nurtures the character and moral values of every individual pupil. As a preparatory school, Port Regis not only prepares girls and boys for life at senior school, but also for the great adventure of life itself. So, it is entirely fitting Port Regis has a compelling motto: *'We seek higher things.'* The best schools should also be joyful schools. Joy and wonder are integral parts of childhood and are visible and audible at Port Regis in every corridor, classroom and playground.

This is a really exciting time to be joining Port Regis. It is one of the most successful and innovative Prep Schools in the UK, with values of Generosity, Endeavour, Joy, Courage and Creativity at its heart.

Job Description

Reports to: Director of Marketing and Communications

Role Profile

Digital marketing is an essential part of our marketing and communications to support the delivery of the strategic vision for Port Regis. We're looking for a Digital Marketing Executive who can elevate and grow our digital presence. Your focus will be on digital communications and, in particular, creating engaging content for our social media channels – Instagram, Facebook, LinkedIn, YouTube, Apple Podcasts and Google My Business and use tools like Canva and the Adobe Creative Suite. You will also manage the website content, maximising on SEO. The ideal candidate will have a natural flair for written and verbal communications, a keen eye for photography and design, and excellent copywriting skills. 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.

This job is ideal for a self starter either looking for their first job creating digital content in a workplace setting or a professional looking to build on their existing experience. Strong film and audio skills and a passion for storytelling are essential. The position requires creativity, flexibility, initiative, and drive. The Digital Marketing Executive will be approachable, efficient, enthusiastic and hard-working. Strong inter-personal

skills are also key as the post holder will need to be able to interact confidently with staff and pupils across the School. They will also need to be keen to 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. In return, we can guarantee an exciting, rewarding and fulfilling role where you will have the autonomy to make a real difference to this sector leading prep school.

Tasks & Responsibilities

a) Marketing and Communications

- Work with the DMC and staff body to deliver exceptional communications to all members of the Port Regis community including pupils, staff, parents and alumni, the local community and other external stakeholders, articulating and reflecting the spirit, ethos and values of Port Regis
- Gather and create quality content from across the school for use in our marketing and communications using school devices to capture images and videos of school life for use in communication and marketing
- Work with the DMC to deliver accurate, timely, useful and engaging content for parents such as weekly newsletters
- Create and deliver an agreed monthly, termly and annual content production plan for social media
- Regularly update news stories on the website and on key external sites
- Manage the content and performance of the school's website using the content management system, including reporting on analytics and SEO
- Manage the school image and video library (Flickr) as well as central devices such as iPads, camera phones and LSRs, downloading photographs in a timely manner.
- Work with the DMC to update termly and annual documents for My School Portal, such as the menus, Parents' Handbook, PR+ Programme (which is the school's Saturday morning enrichment programme) and activities brochures
- Brand management – ensure use of school branding is in adherence with brand guidelines and its integrity upheld across all channels

b) Pupil Recruitment

- Work with DMC and Admissions team to deliver engaging and successful integrated marketing campaigns to support the School's pupil recruitment aims
- Monitor and manage ROI of digital campaigns providing reports on progress, performance and outcomes and adjust based on data insights

Person Specification

Essential

- A proven track record of creating, editing and delivering high quality digital communications across a variety of media channels
- An innovative thinker able to generate creative ideas and transform them into outstanding visual and written brand messages
- 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 editing software
- An affinity with Port Regis' Vision and Values, and the ability to promote the School in a compelling manner.
- A commitment to promoting and safeguarding the welfare of children
- Proactive, with the proven ability to work independently, and take responsibility for actions
- Ability to multi-task and to prioritise and manage a varied workload with accuracy and at a fast pace to meet deadlines
- 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
- 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.

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.

Hours of Work

Part-time, 25 hours a week Monday to Friday. Suggested hours would be 1000-1530 (with 30 mins unpaid break) 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

Some flexibility, but ideally February 2026

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 5th January 2026**. Please read the Safer Recruitment Pack, Child Protection & Safeguarding Policy and Code of Conduct Policy in conjunction with your application.

We regularly review applications and reserve the right to close the advert early if we identify suitable candidates. To avoid disappointment, please submit your application as soon as possible.

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.

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.