

JOB ADVERTISEMENT

Digital Marketing Officer

Part time

Rydal Penrhos School is seeking a passionate and dedicated **Digital Marketing Officer** to join our existing team. This is an exciting opportunity to work in a supportive, high-quality educational environment that values the development of every child.

Purpose of the Job Role:

Generation of all photo and video content, management of a strategic digital content plan, deliver impactful social media campaigns (organic and paid), update and optimise the school website, produce press releases and newsletters, develop relationships with key press contacts and ensure consistent application of the Rydal Penrhos brand across all communications and on-site materials. Design of all marketing materials using Canva.

Main Duties and Responsibilities:

1. Content Creation & Storytelling

Capture and edit high-quality photography and videography across school life (academic lessons, sport, arts, co-curricular, events, pastoral moments).

Produce short-form and long-form video content suitable for social media, website and digital advertising.

Develop creative digital assets that highlight academic excellence, pastoral strength, facilities and pupil achievement.

Build and maintain an organised digital asset library.

2. Digital Content Planning

Create and manage a structured, forward-looking digital content plan aligned with admissions priorities and the school calendar.

Coordinate content across Senior School, Prep, Pre-School and Sixth Form.

Ensure timely coverage of events, achievements and key milestones.

Monitor performance analytics and adapt content strategy accordingly.

3. Social Media Management

Manage all school social media platforms, ensuring consistent tone and quality.

Write engaging captions in British English that reflect the school's ethos and values.

Schedule and publish posts across platforms.

Respond professionally to comments and direct messages where appropriate.

Develop and implement paid social media campaigns to generate admissions enquiries.

Track, analyse and report on campaign performance.

4. Design & Marketing Materials (Canva Production)

Use Canva to design and produce high-quality marketing materials in line with Rydal Penrhos brand guidelines.

Create digital assets including social media graphics, event promotions, email headers, website visuals and digital advertisements.

Produce print-ready materials such as posters, flyers, programmes, prospectus, signage and on-site display graphics.

Ensure all materials are consistent in typography, colour palette and visual identity.

Maintain and develop Canva brand templates to support efficiency and consistency across departments.

Liaise with external printers and suppliers where required to ensure professional finish and accuracy.

5. Website Management

Regularly update and optimise website content to ensure accuracy, clarity and strong SEO performance.

Upload news stories, event pages and content

Ensure consistency in messaging, imagery and brand presentation.

Support development of landing pages for campaigns and events.

6. Brand & On-Site Consistency

Ensure all school collateral adhere to the Rydal Penrhos brand guidelines.

Support the design and oversight of signage, displays and promotional materials on campus.

Safeguard the integrity of the school's visual identity across all platforms.

Qualifications & Experience:

Essential

- At least 2 years experience of managing commercial social media channels
- Written and spoken English to a first language standard
- Use of Canva design software to high level
- The ability to produce engaging and high quality digital content
- English to a first language standard
- Highly organised with the ability to manage an automated content calendar
- An analytical thinker with the ability to interpret and react on marketing data
- Attention to detail and brand consistency
- Flexibility – as no two days are the same and the workload varies through the School year.
- A sense of humour and the ability to work as part of a team, providing cover and support where necessary.

Desirable

- Experience within education, particularly independent schools.
- Understanding of education and commercial marketing.
- Knowledge of SEO and digital analytics tools.
- Graphic design capability.
- Experience managing CRM or email marketing platforms.



RYDAL PENRHOS SCHOOL

Benefits:

- Salary SCP 10 (£28,207.81) pro rata
- Opportunity for professional development and training.
- Work within a prestigious and nurturing school community.
- Access to excellent facilities and resources.

Hours:

- 16 hours per week, 52 weeks per year

If you have a passion for education and want to be part of a dynamic and supportive team, we would love to hear from you!

Closing Date: 27 April 2026

To Apply: Please submit your CV with covering letter to hr@rydalpenrhos.com

Join Rydal Penrhos School in shaping the future of young learners in a caring, stimulating environment!

Rydal Penrhos School is an equal opportunities employer and is committed to diversity in the workplace. We encourage applications from all qualified individuals, including those with diverse backgrounds and those with disabilities.

Rydal Penrhos School is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share that commitment. The successful applicant will be appointed subject to an Enhanced DBS with Barred List check, satisfactory references and Social Media check.