



# THE PORTSMOUTH GRAMMAR SCHOOL

## PGS JOB DESCRIPTION – DIGITAL CONTENT CREATOR

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment

### Summary of the role

We are looking for someone to tell the stories from across our school community for our social media channels. You will be capturing short-form video content and photographs and working with our pupils and staff to show life at The Portsmouth Grammar School. You will be at the forefront of telling our authentic story through compelling, timely content.

We are a leading co-educational school located in the historic heart of Portsmouth. We are very much a family school known for excellent teaching, superb pastoral care and wide-ranging co-curricular opportunities and offer an education across the age range from Pre-School to Sixth Form.

The Digital Content Creator will report to the Head of Marketing and will be based in the Marketing & Admissions Office. The successful candidate will have a passion for digital media and creating content. You will understand what's trending, what stops the scroll and what makes people want to share what they have seen. You will be a confident communicator who's comfortable directing and working with pupils and staff on camera.

The role is full time for 37.5 hours each week. The hours of work will be 08.30 to 16.30, with a 30-minute unpaid lunchbreak each day. Flexibility is required to attend evening and weekend events in the school calendar and to work additional hours at busy times.

The start date will be as soon as possible, depending on pre-employment checks and the notice period of the successful candidate.

### Role Overview

Through targeted and compelling content, we aim to reach a greater number of prospective pupils, donors, and staff from different markets to encourage them to engage with the school community, leading to an increase in pupil applications and fundraising income.

	<p>With oversight from the Head of Marketing, you will be responsible for content to support the school's digital communications activities and marketing objectives, ensuring a strong social media presence which authentically and effectively communicates the school's core strengths. You will be part of a team that values creativity and you will have the freedom to experiment with formats and test ideas in a supportive environment.</p> <p>You will have strong written, organisational and time management skills, a strong engagement with the values of PGS, and a flair for design and content creation. Attention to detail is vital.</p> <p>You will be a confident user of digital channels and a passionate advocate for innovation and new ideas. Experience of developing social media campaigns, writing for print, web and social media is preferable.</p> <p>You will enjoy learning about school life, building connections across the school community and communicating a genuine enthusiasm for PGS. You will also need to work with our pupils, particularly in the Sixth Form, to develop student-led content. This role is all about bringing our community to life online in a way that is authentic and relatable.</p> <p><b>How to apply:</b></p> <p>Candidates are asked to apply using the online form linked to our advert on the '<a href="#">Work With Us</a>' page of our school website.</p> <p>Any enquires about the role or how to apply are welcome at <a href="mailto:recruitment@pgs.org.uk">recruitment@pgs.org.uk</a></p> <p>The closing date is midday on <b>Wednesday 11<sup>th</sup> February 2026</b> and interviews will be scheduled to take place on the school site in the week commencing 23<sup>rd</sup> February with a provisional interview date of <b>Tuesday 24<sup>th</sup> February 2026</b>.</p>
<b>Line management responsibility for</b>	This role has no specific line management responsibility.
<b>Main duties and responsibilities</b>	<ul style="list-style-type: none"> <li>• With guidance from the Head of Marketing, determine communications priorities and produce content that supports our paid and organic campaigns.</li> <li>• Research, develop, create, and edit compelling content about school activities across all our communications channels, including e-newsletters, website, and social media, adapting this for different media as required.</li> <li>• Produce creative content to communicate school activities.</li> <li>• Edit photography, videos and audio using apps such as CapCut, Adobe Creative Suite, Canva, Soundtrap or similar with a genuine willingness to learn quickly.</li> <li>• Effectively communicate the PGS Core and reinforce the strategic priorities of the school.</li> </ul>

	<ul style="list-style-type: none"> <li>• Work with colleagues in other departments to support the effective communication of day-to-day school activities and events.</li> <li>• Collaborate with pupils to develop student-led content for social channels and on other projects.</li> <li>• Set up and record the PGS podcasts, edit the audio and upload to Spotify.</li> <li>• Operate and update a clearly labelled and easy to use library of photography and film.</li> <li>• Ensure that displays around the school are engaging, vibrant and up to date.</li> <li>• Ensure compliance regarding the school's GDPR and safeguarding policies as they relate to the use of images of pupils and other potentially sensitive data or information.</li> </ul>
<b>Safeguarding responsibilities</b>	<ul style="list-style-type: none"> <li>• The role is based on the school site and requires direct contact with pupils and therefore involves regulated activity with children.</li> <li>• It is a requirement of the role to attend Professional Development Days as required by the line manager and to attend other essential staff training sessions throughout the year, as required by the Head or Bursar.</li> </ul>
<b>Benefits</b>	<p>The Portsmouth Grammar School prides itself on being a caring employer and all staff are encouraged to discuss any aspects of their terms and conditions of employment initially with their line manager and, as necessary, with the Bursar.</p> <p>The school is a strong supporter of Continuing Professional Development (CPD) and support staff wishing to undertake appropriate professional training can apply for financial support towards any associated costs.</p> <p>Key financial benefits of employment at PGS include a generous salary structure and leave allowance.</p> <p>The salary offered will be dependent upon the skills and experience of the successful candidate. An indicative salary range for this role is £26,336 to £27,400 per annum. The full-time annual leave allowance of 25 days per annum increases to 30 days over 5 years. Annual leave should normally be taken in the school holiday periods and not during term time.</p> <p>The school will auto-enrol eligible support staff into the NEST pension scheme and also offers an alternative pension scheme with Aviva whereby if the employee contributes 6.5% of salary the school will contribute 8.5%. We also have a non-contributory death-in-service policy.</p> <p>Additional benefits include free use of the school's Sports facilities which include a well-equipped Fitness Centre and the school is also an approved operator of the Cycle to Work Scheme. We have a free car park on site. Where staff work a full day, a two-course lunch is provided during term time.</p> <p>The school is always looking for innovative ways to improve the working conditions and remuneration of its employees and welcomes suggestions from all staff. All conditions of employment will be detailed to the successful candidate in a separate contract issued by the Bursary.</p>

<b>Person specification</b>			
The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment			
	<b>Essential</b>	<b>Desirable</b>	<b>Method of assessment</b>
	These are qualities without which the Applicant could not be appointed	These are extra qualities which can be used to choose between applicants who meet all of the essential criteria	
<b>Qualifications</b>	<p><i>The professional, technical or academic qualifications that the Applicant <b>must have</b> to undertake the role or the training that they <b>must have</b> received</i></p> <ul style="list-style-type: none"> <li>A good standard of education, with excellent spoken and written English</li> </ul>	<p><i>The professional, technical or academic qualifications that the Applicant <b>would ideally have</b> to undertake the role or the training that <b>they should ideally have</b> received</i></p> <ul style="list-style-type: none"> <li>Study to degree level in a relevant discipline</li> <li>Relevant professional qualifications</li> </ul>	<p>Production of the Applicant's certificates</p> <p>Discussion at interview</p> <p>Independent verification of qualifications if necessary</p>
<b>Experience</b>	<p><i>The categories of work or organisations, types of achievements and activities required by the Applicant that would be likely <b>to predict</b> success in the role</i></p> <ul style="list-style-type: none"> <li>Demonstrable experience of developing digital channels.</li> <li>Experience of producing compelling and creative content.</li> <li>Experience of using Microsoft products including Office 365</li> <li>Experience of using apps such as CapCut, Adobe Creative Suite, Canva, Soundtrap and similar.</li> </ul>	<p><i>The categories of work or organisations, types of achievements and activities that would be likely to <b>contribute to</b> success in the role</i></p> <ul style="list-style-type: none"> <li>Experience of working in a similar role</li> <li>Experience of producing communications content for young people</li> </ul>	<p>Contents of the application form</p> <p>Interview</p> <p>Professional references</p>

<b>Skills</b>	<p><i>The skills <b>required</b> by the Applicant to perform effectively in the role</i></p> <ul style="list-style-type: none"> <li>• Excellent copywriting skills and a creative eye to produce high quality, engaging content for a range of audiences</li> <li>• Ability to analyse and manipulate data to inform content and strategy and present key information in a meaningful way</li> <li>• Ability to work with accuracy and attention to detail</li> <li>• Strong interpersonal and communication skills</li> <li>• The ability to build positive relationships across all areas of the school, adapting tone and approach as necessary to inspire confidence, trust and cooperation from colleagues and contacts</li> <li>• Experience of using apps such as CapCut, Adobe Creative Suite, Canva, Soundtrap and similar.</li> <li>• Experience using Microsoft Office, databases and management information systems</li> <li>• Strong time management skills</li> <li>• Ability to create engaging content across media channels</li> <li>• Good ability to problem solve</li> </ul>		<p>Contents of the application form</p> <p>Interview</p> <p>Professional references</p>
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	<ul style="list-style-type: none"> <li>• A proactive approach to planning and prioritising work on their own initiative, with strong organisational skills</li> <li>• A team player with a positive, cheerful attitude and a willingness to become involved in the life of the school and engage with a wide variety of people</li> </ul>		
<b>Knowledge</b>	<p><i>The knowledge <b>required</b> by the Applicant to perform effectively in the role</i></p> <ul style="list-style-type: none"> <li>• Up to date/current knowledge of social channels and marketing methods, techniques and procedures</li> <li>• A willingness to develop knowledge and understanding of legislation relating to current guidance in Keeping Children Safe in Education and other guidance issued by the Department for Education and ISSR</li> <li>• A willingness to develop knowledge and understanding of GDPR legislation</li> <li>• A willingness to undertake all training required by the school including safeguarding training</li> </ul>	<p><i>The knowledge that would <b>enable</b> the Applicant to perform effectively in the role</i></p>	<p>Contents of the application form</p> <p>Interview</p> <p>Professional references</p>

<b>Personal competencies, qualities, attitude and behaviours</b>	<p><i>The personal qualities, attitude and behaviours that the Applicant <b>requires</b> to perform effectively in the role and to ensure that the Applicant safeguards and promotes the welfare of children and young people</i></p> <ul style="list-style-type: none"> <li>• motivation to work in a setting with children and young people and of participating fully in the life of the school, including attending the school for out-of-hours events at evenings and weekends</li> <li>• ability to form and maintain appropriate relationships and personal boundaries with children and young people</li> <li>• ability to work collaboratively across departments and support functions</li> <li>• willingness to support the aims and ethos of the school</li> <li>• discretion and the ability to maintain confidentiality</li> <li>• willingness to keep fully informed about the work of the school</li> <li>• willingness to engage in continuous improvement to processes to apply best practice</li> </ul>	<p><i>The personal qualities that would <b>assist</b> the Applicant to perform effectively in the role</i></p>	<p>Contents of the application form</p> <p>Interview</p> <p>Professional references</p>
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