

CHENEY SCHOOL – PERSON SPECIFICATION

	Essential	Desirable
Experience / knowledge	<ul style="list-style-type: none"> • Marketing and/or communications experience • Understanding of and a confident use of a wide range of social media including Instagram, Facebook, Twitter and YouTube. • Experience of writing copy for a variety of different platforms • High standard of written communication, grammar and spelling. 	<ul style="list-style-type: none"> • Familiarity with a school environment • Understanding of SEO
Technical Skills	<ul style="list-style-type: none"> • High level of computer literacy • Experience of Google Suite applications • Keen eye for detail and a high level of accuracy • Ability to prioritise and manage multiple tasks • Experience of using databases 	<ul style="list-style-type: none"> • Experience of working with websites, specifically WordPress • Photographic skills • Video editing skills • Knowledge of social media insight tools
Personal Skills	<ul style="list-style-type: none"> • Excellent interpersonal and communication skills • Ability to work independently as well as collaboratively • Ability to form and develop good working relationships with colleagues, suppliers and stakeholders 	<ul style="list-style-type: none"> • Desire to contribute new ideas and approaches to school communication strategy