 Design & Communications Manager:

Wright Robinson College

Headteacher: Martin Haworth

Person Specification

**AF – Application Form SP – Selection Process**

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| **Specification** | **Essential/ Desirable** | **Method of Assessment** |
| **QUALIFICATIONS / PROFESSIONAL MEMBERSHIP** |  |  |
| * To possess 5 GCSEs including English and Maths. | Essential | AF |
| * To possess a Multi-Media, Design, Communications or Marketing qualification (preferably at degree level) or equivalent and have experience of utilising those skills to good effect in a workplace setting. | Essential | AF |
| **PROFESSIONAL EXPERIENCE** |  |  |
| * A strong track record of devising and delivering effective design and communication campaigns across a range of media. | Essential | AF |
| * To have experience of managing, developing and uploading content for an organisation’s Website and other social media outlets. | Essential | AF |
| * To have experience of working with people from external organisations and be able to negotiate pricing for services in order to achieve value for money for the College. | Essential | AF |
| * Experience of communicating key information and messages through a variety of media e.g. websites, printed material and social media in order to reach a variety of different audiences. | Essential | AF/SP |
| * To have experience of working with young people and adults and be able to effect trusting relationships with them. | Desirable | AF |
| * To have experience working in a busy in-house communications team or design agency. | Desirable | AF |
| **KNOWLEDGE AND SKILLS** |  |  |
| * To be a self-motivating individual who is able to demonstrate enthusiasm for the role and to be able to promote enthusiasm in others so that they can appreciate and understand how multi-media can improve the College’s desired outcomes. | Essential | AF/SP |
| * To possess and be able to demonstrate excellent oral and written communication skills and have experience of writing effectively for a number of audiences. | Essential | AF/SP |
| * To be an efficient and accurate proof-reader who ensures that all ‘copy’ is of the highest standard. | Essential | SP |
| * To be able to demonstrate excellent ICT skills and possess the ability to effectively use various software packages and information technology systems. | Essential | AF/SP |
| * To be able to act as a member of a team and contribute to ideas and promotions that will result in better organisational outcomes. | Essential | AF/SP |
| * Ability to organise your own workload to ensure that all deadlines are met with the ability to work on your own initiative. | Essential | AF/SP |
| **PERSONAL QUALITIES** |  |  |
| * The ability to work quickly and efficiently while maintaining an exceptional standard of work. | Essential | AF |
| * To be highly organised and conscientious with the ability to juggle multiple projects and meet deadlines. | Essential | AF |
| * A commitment to your own continuous professional development. | Essential | AF |
| * Personal commitment to the College’s professional standards, including dress code, as appropriate. | Essential | AF |
| * The post will require an enhanced DBS clearance. | Essential | SP |
| * To promote Health & Safety, Safeguarding policies and Equality & Diversity across the Trust. | Essential | AF |
| * A flexible and adaptable approach with the ability to meet the requirements of the role around out of hours’ events. | Essential | AF/SP |

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www.wrightrobinson.co.uk

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