

**Person Specification – Marketing and Communications Officer**

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|  | **Essential** | **Desirable** |
| **Qualifications and experience**  |
| * GCSE (grade A\*-C) or equivalent, in English and Maths
* Experience of working with children/young people
* Qualification in marketing or relevant experience

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| **Knowledge and skills** |
| * Design experience and knowledge using full Adobe Suite or experience of using CANVA
* Excellent interpersonal skills with the ability to maintain strict confidentiality
* Ability to manage multiple projects and deadlines
* Strong verbal and written communication skills
* Ability to capture and edit video
* Good standard of numeracy and literacy skills
* Ability to absorb and understand a wide range of information
* Ability to manage and deal with confidential data/issues appropriately
* Ability to proficiently use computer software and data-bases
* Able to work flexibly to meet deadlines and respond to unplanned situations
* Efficient and meticulous in organisation
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| **Personal qualities** |
| * Able to follow direction and work in collaboration with the leadership team
* Able to work flexibly, adopt a hands-on approach and respond to unplanned situations
* Commitment to the highest standards of child protection and safeguarding
* Recognition of the importance of personal responsibility for health and safety
* Commitment to the Trust’s ethos, aims and whole community
* Ability to listen and show empathy
* Ability to show initiative when under pressure.
* Able to follow direction and work in collaboration with line-manager and the leadership team
* Ability to build and form good relationships with students, colleagues and other professionals
* Team player
* Ability to improve own practice/knowledge through self-evaluation and learning from others
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