

**Person Specification – Marketing and Communications Officer**

|  |  |  |
| --- | --- | --- |
|  | **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 | X  X | X |
| **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 | X  X  X  X  X  X  X  X  X | X  X |
| **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 | X  X  X  X  X  X  X  X  X  X | X |