



## Marketing and Communications Officer – Person Specification

	<b>Minimum Essential Requirements</b>	<b>How Identified</b>
<b>Education &amp; Qualifications</b>	<ul style="list-style-type: none"> <li>• Relevant qualifications in marketing or communications (Desirable)</li> <li>• Education to A Level or equivalent</li> <li>• Mathematics G.C.S.E Grade C/4 or above or equivalent</li> <li>• English G.C.S.E Grade C/4 or above or equivalent</li> <li>• A commitment to continuing professional development</li> </ul>	Application Form
<b>You must have a proven track record in and the ability to:</b>	<ul style="list-style-type: none"> <li>• Experience within a similar role in business or education sector</li> <li>• Strong creative skills to include design and photography</li> <li>• App skills including Adobe Photoshop, Illustrator and InDesign (Desirable)</li> <li>• Effective ICT skills and use of Microsoft Office software</li> <li>• A creative mindset with the ability to generate innovative ideas for content creation</li> <li>• Ability to ideate and create topical, on-brand content that engages and excites our audiences</li> <li>• Experience of using social media as part of a marketing approach</li> <li>• Excellent communication, writing, editing and proofreading skills</li> <li>• Excellent organisational skills</li> <li>• Ability to develop positive relationships with students, parents and colleagues.</li> <li>• Ability to give professional advice and information</li> <li>• Highly developed interpersonal and communication skills, both written and verbal</li> <li>• Organise and prioritise workloads with the ability to meet and manage competing deadlines</li> <li>• Work on your own initiative and as part of a team</li> <li>• Relate to and promote the ethos of the school</li> <li>• Ability to maintain a positive approach to work with a high level of self-motivation</li> <li>• High levels of integrity, confidentiality and discretion</li> <li>• Enthusiasm about getting to know new people, networking, communications technology, social media, photography, and writing.</li> </ul>	Application Form and References Interview
<b>You must also:</b>	<ul style="list-style-type: none"> <li>• Be willing to undertake training as required</li> <li>• Have excellent attendance and punctuality (assessed once a conditional offer of employment is made)</li> <li>• An understanding of and commitment to Equal Opportunities and the ability to apply this to strategic work and day to day situations.</li> <li>• An appropriate understanding of child protection and school behaviour management policies</li> <li>• A commitment to promote and support the school’s ethos for staff wellbeing for staff and students.</li> </ul>	Interview and references