

## PERSON SPECIFICATION

**Post Title: Marketing and Communications Officer** **Grade: 13**

<b>1. Key Competencies</b>	
<p>Ability to develop the public image of the College</p> <p>Ability to work with stakeholders and wider community</p> <p>Must have excellent interpersonal skills and be an effective communicator</p> <p>Excellent organisational skills and ability to prioritise own workload to achieve deadlines</p> <p>Will have a flair for good design, layout, detail, and accuracy</p>	
<b>2. Work and other Relevant Experience</b>	
<b>Essential</b>	<b>Desirable</b>
<p>Working knowledge of corporate branding, intellectual property, securing copyright permissions and how this applies to the College</p> <p>Working knowledge of social media platforms for publicity purposes</p> <p>Experience in managing content of a website and uploading documents</p>	
<b>3. Qualifications</b>	
<b>Essential</b>	<b>Desirable</b>
A good standard of education e.g., 5 A – C GCSE or equivalent, (particularly in English)	Educated to Degree Level
<b>4. Knowledge / Skills</b>	
<b>Essential</b>	<b>Desirable</b>
<p>Experience with MS Office and other IT systems</p> <p>Knowledge of websites / managing content and routinely uploading documents securely</p> <p>The ability to compose letters, spot errors and initiate amendments</p> <p>The ability to create articles for submission to local newspapers</p>	<p>Knowledge of SIMS [Schools Information Management System] – <i>but training will be provided.</i></p>

5. Personal Attributes	
Essential	Desirable
<p>Able to work with little supervision or guidance.</p> <p>Able to remain calm and deliver work to meet deadlines</p> <p>Able to maintain absolute confidentiality whilst processing sensitive documents</p> <p>Flexibility and willingness to respond positively to the needs of the team and work cooperatively to provide a high-level service</p>	