



MARKETING & CONTENT DESIGNER – PERSON SPECIFICATION

	Essential	Desirable	Method of Assessment
Qualifications	5 GCSEs or Equivalent Grade C/4 or above including English and Maths	Digital Marketing qualification	Production of applicant's certificates
Experience	- Experience of Adobe Creative Cloud and Microsoft Office Suite - Web-site management	- Knowledge of a school MIS system - Social media management - Working in school environment	Application form. Interview
Skills	- Effective written and spoken communication skills at all levels - Excellent organisational and administrative skills - Accuracy - Confidentiality	Line management	Application form. Interview References.
Personal Qualities	- The ability to work independently and collaboratively as a member of a team. - Creativity in problem solving together with a willingness to take on or try new approaches and ideas. - Ability to work under pressure - Able to multi-task, prioritise and plan effectively including being able to easily adapt to differing requirements the school year - Attention to detail - Professional manner and ability to instil confidence through communication - Reliability and integrity. - Good organisation. - Flexibility		Application Form Interview References.