



MARKETING OFFICER – PERSON SPECIFICATION

Education and Qualifications	Recognised marketing qualification such as Chartered Institute of Marketing or AMCIS Diploma	Essential
Knowledge, skills and experience	Proven marketing experience in a relevant environment	Essential
	Experience of strategic planning and implementation	Essential
	Excellent customer service skills	Essential
	Able to communicate accurately, concisely and to the point with good attention to detail	Essential
	Able to write appropriately to different audiences	Essential
	Experience of and skilled at proofreading	Essential
	Excellent IT skills	Essential
	Good photography and video creation skills	Essential
	Previous direct experience in digital, social media and web marketing	Essential
	Able to use digital marketing tools and have an awareness of web analytics and search engine optimisation	Essential
Personal skills and attributes	A talent for networking and promoting the School both internally and externally	Essential
	Ability to multi-task and meet set deadlines with outstanding organisational and project management skills whilst being able to work under pressure and to prioritise effectively	Essential
	A co-operative, personable team player, able to work independently and to take ownership of own work load	Essential
	Commitment to safeguarding and diversity, equality and inclusion	Essential