

PERSON SPECIFICATION

Job Title: Marketing Officer

Specification	Essential	Desirable
Work, organisational & planning skills	<ul style="list-style-type: none"> • Educated to A-level standard • Relevant experience or qualification in marketing • Highly competent IT and keyboard skills • Familiarity with Microsoft Office • Reliable, well-organised and systematic • Analytical and practical approach to problem solving • Able to prioritise and manage a demanding work schedule with competing priorities • Ability to use initiative and discretion where appropriate • Ability to learn from experience and manage change • Marketing experience • 	<ul style="list-style-type: none"> • Degree in marketing or equivalent • Ability to demonstrate sound and effective judgement when dealing with complex issues • Familiarity with publishing software • Knowledge of GDPR • Experience of Adobe InDesign (Adobe Design suite)
Working with people	<ul style="list-style-type: none"> • Excellent interpersonal skills, able to deal courteously and helpfully with colleagues, students and parents • Good team worker 	<ul style="list-style-type: none"> • Experience of working effectively in a similar sized organisation
Communication	<ul style="list-style-type: none"> • Effective oral communication • Accurate use of written English 	
Personal Qualities	<ul style="list-style-type: none"> • Able to use own initiative & work independently with minimal supervision • Discretion with confidential material • Keen enthusiastic approach to work 	