



Person Specification

JOB TITLE:	Digital Marketing Assistant
DATE:	July 2024
STATUS:	Final

Criteria	Essential/ Desirable	Application	Tasks	Interview	Vetting Checks
Knowledge and qualifications					
1. 5 GCSE's or equivalent, including English and Maths	D	✓		✓	✓
2. Evidence of continuous professional development and training	D	✓		✓	✓
Experience					
3. Experience of working in a school environment	D	✓		✓	
4. Previous experience in a similar marketing role	D	✓		✓	
Skills and competencies					
5. Ability to safeguard and promote the welfare of children including motivation to work with children, forming and maintaining appropriate relationships and personal boundaries with children and young people, emotional resilience in working with challenging behaviours and attitudes to use of authority and maintaining discipline	E	✓		✓	
6. Creative flair for developing eye catching media	E	✓		✓	
7. Some knowledge/experience with social media/website maintenance	E	✓		✓	

8. Good understanding of current design tools such as Canva and Photoshop	D	✓		✓	
9. Ability to respect and maintain confidentiality	E	✓		✓	
10. A commitment to the vision and values of the Trust and the maintenance of excellent standards	E	✓		✓	
11. Ability to work effectively as part of a team, understanding school roles and responsibilities and your position within these	E	✓		✓	
12. Able to present information in a variety of written styles and formats with excellent attention to detail	E	✓		✓	
13. Effective written communication skills to suit a variety of audiences	E	✓		✓	
14. Proactive approach to prioritising workload	E	✓		✓	
15. Excellent customer service skills and ability to respond quickly as circumstances dictate	E	✓		✓	
16. Flexible and cooperative attitude	E	✓		✓	
Other					
17. No disclosure about criminal convictions, barring or misconduct that is considered to make the candidate unsuitable for this particular role	E	✓			✓
18. No concerns about medical fitness or attendance that is considered to make the candidate unsuitable for this particular role	E				✓
19. Embraces and displays the NEAT values: aspirational, collaborative, inclusive, innovative, has integrity, responsible	E	✓	✓	✓	