



Person Specification

Marketing and Admissions Manager

	Qualifications and Education:
1	Degree in Marketing or similar.
2	Minimum of five years' experience in a marketing and communications role.
3	Ideally worked in educational environment or organisation recruiting members.
	Experience required:
4	Experience of delivering marketing requirements from planning, implementation through to analysis and review, including media buying.
5	Production of content for multiple channels including print, radio, online and others. A creative eye to recognise good design and ability to write compelling copy.
6	Producing newsletters, creating content, editing and publishing.
7	Excellent social media skills, creating content, publishing, and campaign performance monitoring/reporting.
8	Photography and video experience to support social media content. Editing experience advantageous, e.g. use of Canva or similar.
9	General and specific communications expertise to internal and external audiences, stakeholders and customers.
10	Organising, managing, and promoting events.
11	Track record in managing websites, driving traffic and keeping content fresh and relevant. Proficient in shaping the user experience for new and existing customers.
12	Brand ownership and guardian, organising market research and customer feedback.
13	Some experience of managing other staff.
14	Management and administration of multiple programmes
15	Evidence of meeting targets and campaign outcomes.

	Skills and attributes:
16	Excellent communicator both verbal and written with good presentation skills. Confident, outgoing, and creative personality.
17	Ability to build relationships internally and externally to collaborative advantage.
18	Highly pro-active and passionate with a can-do attitude.
19	Attention to detail, takes pride in work and high standards.
20	IT competent with Microsoft Office programmes, CRM systems and CMS and publishing programmes.
21	Competent in social media publishing, curating/editing imagery and dynamic content and a desire to constantly improve.
22	An interest in creative design and branding.
23	Able to manage, manipulate and analyse data to support decision-making.
24	Be fully accountable for own workload and meeting multiple deadlines.
25	Seek to consistently improve, driving change for best possible outcomes.
26	Able to identify opportunities and develop workstreams to support new ideas/ways of working.
	Other Requirements:
27	Clean driving licence.