

## PERSON SPECIFICATION

### Marketing & Communications Assistant

The successful candidate will meet the following person specification. Please note that the listed criteria will form the basis of the selection process. Applicants should address all elements of the Person Specification, indicating experience and where appropriate citing supporting examples within their application.

| Qualifications & Training  | Essential | Desirable | How Identified                   |
|--|-----------|-----------|----------------------------------|
| University Degree in Marketing, Communications or a related subject or equivalent work experience  | ✓         |           | Application/<br>Interview        |
| Willingness to develop new skills and participate in continuous professional development   | ✓         |           |                                  |
| Personal Attributes  | Essential | Desirable | How Identified                   |
| Are highly <b>ambitious</b> for self and organisational growth   | ✓         |           | Application<br>Interview<br>Task |
| Are <b>brave</b> in decision making, being innovative and forging new paths  | ✓         |           |                                  |
| Are <b>curious</b> to identify solutions based on rigorous evidence and research   | ✓         |           |                                  |
| Are <b>determined</b> to overcome obstacles and resilient in the face of challenge   | ✓         |           |                                  |
| Are <b>fast</b> and nimble to address emerging needs and underperformance  | ✓         |           |                                  |
| Are <b>good</b> , moral, truthful and treat others with respect  | ✓         |           |                                  |
| Are open minded to bringing about <b>extraordinary</b> change which may challenge the norm   | ✓         |           |                                  |
| Knowledge & Experience   | Essential | Desirable | How Identified                   |
| Experience in a similar marketing and/or communications role   | ✓         |           | Application<br>Interview<br>Task |
| Experience of working with internal and external stakeholders  | ✓         |           |                                  |
| Knowledge and experience of working with social media with the ability to choose the right platform, create appropriate content, and post effectively. | ✓         |           |                                  |
| Demonstrate a clear passion for creativity (Adobe Creative Cloud skills would be advantageous)   | ✓         |           |                                  |
| Ability to proofread, provide honest feedback and visualise creatively coupled   | ✓         |           |                                  |

|   |                  |                  |                            |
|---|------------------|------------------|----------------------------|
| with impeccable eye for detail and accuracy.  |                  |                  |                            |
| Confident at presenting and able to build solid relationships with a wide variety of stakeholders   | ✓                |                  |                            |
| Understanding of the latest marketing trends and willing to learn how to apply them to an educational environment.  | ✓                |                  |                            |
| Ability to research and resolve technical problems.   | ✓                |                  |                            |
| <b>Skills</b>   | <b>Essential</b> | <b>Desirable</b> | <b>How Identified</b>      |
| Effective written and verbal communication skills   | ✓                |                  | Application Interview Task |
| Able to priorities and organise the demands of a busy workload with often tight turnarounds   | ✓                |                  |                            |
| Able to take work with limited information to find a workable solution  | ✓                |                  |                            |
| Methodical with a high attention to detail  | ✓                |                  |                            |
| Ability to work on own initiative   | ✓                |                  |                            |
| Works well as part of a team with the ability to motivate others to maintain high standards   | ✓                |                  |                            |
| Car driver with own vehicle   |                  | ✓                |                            |
| <b>Equal Opportunities</b>  | <b>Essential</b> | <b>Desirable</b> |                            |
| Demonstrate an acceptance of, and a commitment to, the principles of the Trust's Equal Rights policies and practices as they relate to employment issues and to the delivery of services to the community | ✓                |                  | Application Interview Task |
| Committed to equal opportunities policies relating to gender, race and disability in an educational context   | ✓                |                  |                            |
| <b>Safeguarding</b>   | <b>Essential</b> | <b>Desirable</b> | <b>How Identified</b>      |
| Committed to the protection and safeguarding of children and young people   | ✓                |                  | Application Interview Task |
| Demonstrates up to date knowledge of relevant legislation and guidance in relation to working with young people   |                  | ✓                |                            |