



PERSON SPECIFICATION

Post Title: Marketing Officer
Reporting to: Assistant Principal

ESSENTIAL

- Educated to degree level or have significant knowledge from employment
- Strong technical skills with experience of using the Microsoft suite, IT/media-based packages or other technical packages
- A minimum of GCSE grade 4/C or above in English and Maths
- Outstanding communications skills with the confidence to give presentations to large audiences
- Excellent command of written language, including the ability to write succinct, focused written documents which convey information in an accessible way for the target audience.
- Evidence of being able to producing high-quality documents and promotional literature
- Excellent organisation and prioritisation skills and the ability to work to multiple deadlines
- Experience of the marketing mix within a customer-focused/service delivery organisation
- Experience of managing, maintaining and developing relationships with different partners including schools and marketing agencies
- Evidence of effective project management skills
- Excellent copywriting and proof-reading skills
- The ability to work effectively as part of a team
- Be personable, approachable with a positive attitude, energy and a creative approach to your work
- Hold a full driving licence and have a car available for work purposes

DESIRABLE

- A marketing qualification
- Experience of photography or willingness to undertake training
- Experience of co-ordinating and delivering advertising and marketing plans including regular press releases

August 2025