

HAYDON SCHOOL
PERSON SPECIFICATION – MARKETING AND DEVELOPMENT OFFICER

<u>Attributes</u>	<u>Essential / Desirable</u>	<u>How Identified</u>
<u>Qualifications</u>		
Marketing graduate preferred with strong marketing skills and CIM qualifications	Desirable	Certificate/Application
Evidence of participation in appropriate training and development	Essential	Certificate/Application
<u>Experience / Knowledge</u>		
Relevant experience in marketing or evidence of interest in the world of marketing such as CIM qualifications	Essential	Certificate/Application
Experience of managing activities and projects to deadlines	Desirable	Application/Interview
Experience of effectively working with other staff on projects	Desirable	Application/Interview
Ability to understand and interpret data and information such as market research	Desirable	Application/Interview
Experience, paid or unpaid, of development work with communities or groups	Desirable	Application/Interview
Experience of fundraising	Essential	Application/Interview
Knowledge of various funding streams and types available	Desirable	Application/Interview
<u>Skills / Competencies</u>		
Strong written communication skills	Essential	Application/Interview
Commitment to high levels of customer service	Essential	Application/Interview
Experience in the publishing/PR process	Desirable	Application/Interview
Experience of promotional events	Desirable	Application/Interview
Ability to set up and maintain appropriate systems	Desirable	Application/Interview
Ability to use initiative	Essential	Application/Interview
Ability to develop creative ideas and solutions to problems	Essential	Application/Interview
Ability to prepare and present high quality written and verbal information in a variety of different formats	Essential	Application/Interview
Ability to form good working relationships with people from a wide range of social, cultural and ethnic backgrounds	Desirable	Application/Interview

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Ability to work well in a team	Essential	Application/Interview
Strong IT skills including the Microsoft Suite and good social media skills including Facebook, Twitter, etc	Essential	Application/Interview
InDesign, Photoshop and Adobe skills. Advanced social networking including LinkedIn	Desirable	Application/Interview
<u>Personal Attributes</u>		
Good record of health, attendance and punctuality	Essential	Application/Interview
Ability to motivate staff to develop and improve existing practice	Essential	Application/Interview
Ability to communicate effectively with students, staff and members of the public	Essential	Application/Interview
Ability to manage working time effectively and to develop professionally	Essential	Application/Interview

DATE – JANUARY 2018