

**Person Specification**

**Wellingborough School**

**Marketing Officer**

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| **Competence** | **Essential** | **Desirable** |
| ***Qualifications*** |  |  |
| Degree level, preferably business or marketing (or able to demonstrate significant experience in Marketing field | X |  |
| ***Skills & Experience*** |  |  |
| High quality copy writing skills | X |  |
| Exceptional communication and interpersonal skills | X |  |
| Competent user of Microsoft Office packages | X |  |
| Good organisation skills | X |  |
| Experience in a PR, journalistic or marketing role in education environment |  | X |
| Experience of Content Management Systems |  | X |
| ***Personal Qualities*** |  |  |
| A good team player – the successful candidate must work well with the small marketing team and wider school community | X |  |
| Initiative/Self-starter – the ability to go beyond the scope of what is routine or required in the job, suggesting potential new ideas | X |  |
| Interest and basic understanding of websites – training will be given on the CMS software used by the Schools | X |  |
| Must be willing to attend after school/evening/ occasional weekend events when necessary to take photos and write post-event reports | X |  |