



King's Academy Binfield Person Specification Director of Communications

Experience	Essential	Desirable
Qualified Teacher Status	✓	
Evidence of continuing professional development	✓	
Excellent subject knowledge	✓	
Sustained track record of successful performance as a teacher on the upper pay, advanced skills teacher, excellent teacher or leadership pay ranges	✓	
Evidence of successful teaching in the primary phase and post 16		✓
Evidence of impactful and creative leadership of others	✓	
Evidence of the leadership of high standards of attainment	✓	
Demonstrate excellent and innovative pedagogical practice	✓	

Skills, Knowledge and Aptitudes	Essential	Desirable
Knowledge of strategies to ensure outstanding standards are enabled	✓	
Up-to-date knowledge and understanding of the different types of qualifications and specifications and their suitability for meeting students' needs	✓	
Know how to improve the effectiveness of assessment practice in the workplace, including how to analyse statistical information to evaluate the effectiveness of teaching and learning across the school	✓	
Extensive knowledge and understanding of how to use and adapt a range of teaching, learning, assessment and behaviour management strategies, including how to personalise learning to provide opportunities for all learners to achieve their potential	✓	
Extensive knowledge and well-informed understanding of the assessment requirements and arrangements for the subjects/curriculum areas being taught, including those related to public examinations and qualifications	✓	
Have a developed, extensive and deep knowledge and understanding of the relevant subjects/curriculum areas and related pedagogy, including how learning progresses within them, gained for example through involvement in wider professional networks associated with the subjects/curriculum areas	✓	
Have an excellent ability to provide students, colleagues, parents and carers with timely, accurate and constructive feedback on students' attainment, progress and areas for development that promotes their progress	✓	
Knowledge of current educational curricular issues relating to the communication subject areas	✓	
The capacity to inspire and motivate others – both adults and students	✓	
Possess the analytical, interpersonal and organisational skills necessary to work effectively with staff and leadership	✓	
Have strong knowledge on matters concerning equality, inclusion and diversity in teaching	✓	
Ability to use ICT both as a teaching tool and for administrative purposes	✓	

Personal Qualities	Essential	Desirable
Enthusiasm, determination and an insistence on high standards	✓	
Buy in to the philosophy of 'whatever it takes'	✓	
A steely core capable of dealing with all obstacles	✓	
A sense of humour	✓	
Excellent attendance and punctuality	✓	
A willingness to learn new skills and approaches and to share the experience with others	✓	
Belief in the value of individuals and ability to challenge when this is not displayed	✓	
Display optimism and ambition for all learners and a commitment to their development	✓	
Be able to work under pressure, prioritise and manage time effectively	✓	
Be very generous and flexible with your own time	✓	
Excellent communication and interpersonal skills	✓	
Ability to motivate staff and set example of high personal standards	✓	

Other Qualities	Essential	Desirable
Candidates must be suitable to work with children, ascertained by clearance through the DBS including barred list check	✓	