**GOSFORD HILL SCHOOL**

**PERSON SPECIFICATION**

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| **Post Title:** | Marketing, Digital Media and Communications Officer |

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| **Criteria** | **Essential** | **Desirable** | **Assessment Method** |
| **Qualifications & training** | * 5 or more A\*-C at GCSE or equivalent including English and Maths
* Graphic design qualification equivalent to Level 4
 | * A Levels
* Marketing qualification
 | (A)pplication |
| **Relevant experience** | * experience in administration
* experience in designing and producing publications
 | * working within a secondary school environment
 | A |
| **Skills** | * good interpersonal skills
* excellent written and oral communication skills
* excellent numeracy skills
* good ICT skills
* be flexible as a team player
* the ability to deal with people at all levels
* good time management
 | * experience in uploading content to websites or in web design
 | I, (R)eferencesRRR(I)nterviewRR |
| **Personal qualities** | * self motivated
* perspective and a sense of humour
* well organised
* ability to prioritise, work under pressure and meet deadlines
* be able to use initiative
* punctual
* approachable & empathetic
* committed
* confidentiality
 |  | IIIRRRIRI |
| **Professional values** | * be sympathetic to the school’s vision and ethos
* able to establish and maintain good professional relationships with students, colleagues, parents and external agencies
* positive about working at our school
* ability to embrace change
* commitment to own professional development
 |  | IIAII |
| **Knowledge & understanding** | * knowledge of graphic design and photo editing software
* understand the statutory requirements of legislation concerning safeguarding, including child protection, equal opportunities, health & safety and inclusion
 |  | AI |
| **Other requirements** | * willing to undergo a DBS check
* willing to undergo a pre-employment health check
 |  | II |

**All applicants to Gosford Hill School will be expected to fully undertake our safeguarding arrangements and be prepared to comply with all relevant checks to ensure our young people are safe.**