

## PERSON SPECIFICATION | CLAREMONT SCHOOL



**Job Title:** Head of Marketing

**Line Manager:** School Principal

**Dotted Line Management:** Group Head of Admissions & Marketing, Europe

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>A record of good academic achievement and educated to degree level or equivalent.</li> </ul>	<ul style="list-style-type: none"> <li>Relevant high level of professional marketing qualification – preferably within education sector, or with transferable skills.</li> <li>Any additional languages.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>A demonstrable understanding of the principles of marketing, customer care and PR.</li> <li>A commitment to promoting and safeguarding the welfare of children.</li> <li>Sufficient financial acumen to manage a significant marketing budget, keeping track of all expenditure and maintaining records and reports, as set against objectives.</li> <li>Ability to analyse and produce reports following marketing campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>A good understanding of and experience of having worked within the education sector in a marketing role.</li> <li>Familiarity with local area and business contacts.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>The ability to write and communicate messages that are clear, concise and inspiring – to be used for press releases, social media, advertising etc.</li> <li>Good verbal communication and inter-personal skills.</li> <li>The ability to write a marketing plan and the management of budgets and set against objectives.</li> <li>Ability to bring together the relevant content to produce appropriate marketing collateral – including leaflets, school prospectus and annual year book.</li> <li>IT literate with a working knowledge of relevant software in order to produce attractive and meaningful presentations.</li> </ul>	<ul style="list-style-type: none"> <li>Hands on experience of different media to best effect with different audiences in order to develop and implement an integrated communications strategy.</li> <li>Experience of developing strategic and tactical plans.</li> <li>Work in a customer-service based environment.</li> <li>Empathy with parents and the aspirations they have for their children.</li> <li>Work as a member of a team.</li> <li>Good administrative and record keeping skills.</li> <li>Experience in using any design packages, such as In-Design, Adobe etc., for internal publications.</li> </ul>