THE

**EDUCATION Marketing and Communications Officer - Person Specification**

**ALLIANCE**

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|  | **JOB REQUIREMENT** | **Essential** | **Preferred** | **\* How assessed** |
| Qualifications, knowledge and experience | Educated to A-level or relevant equivalent experience | ✓ |  | A & I |
| Degree level qualification in a relevant subject or track record of performance at an equivalent level |  | ✓ | A & I |
| Substantial administrative experience |  | ✓ | A & I |
| Experience or relevant expertise in communications | ✓ |  | A & I |
| Experience of web content management systems |  | ✓ | A & I |
| Understanding of the concept of brand identity and brand values | ✓ |  | A & I |
| High level IT Skills in Microsoft Officer: Word, Excel, PowerPoint plus email and the web | ✓ |  | A & I |
| Exceptional written and verbal communication skills | ✓ |  | A & I |
| Excellent time management and organisation skills | ✓ |  | A & I |
| Awareness of basic marketing principles | ✓ |  | A & I |
| Knowledge of the Trust or schools |  | ✓ | A & I |
| Management of large scale events, communication programmes and marketing projects | ✓ |  | A & I |
| Develop job knowledge and expertise through continual professional development | ✓ |  | A, I & R |
| Demonstrates a good understanding of different organisation departments and functions | ✓ |  | A & I |
| Creates innovative designs and a arrange of solutions to issues | ✓ |  | A, I & R |
| Seeks opportunities for organisational improvement | ✓ |  | A, I & R |
| Personal and interpersonal | Able to work under won direction with minimal supervision | ✓ |  | I & R |
| Ability to confidentially act on own initiative and produce solutions to problems | ✓ |  | I & R |
| Able to make prompt clear operation decisions | ✓ |  | I & R |
| Ability to manage several different areas of work concurrently | ✓ |  | I & R |
| Plans activities and projects well in advance and takes account of possible changing circumstances | ✓ |  | A, I & R |
| Manages time effectively and identifies and organises resources needed to accomplish tasks | ✓ |  | I & R |
| Monitors performance against deadline and milestones | ✓ |  | I & R |
| Ability to write clear, concise, accurate and engaging copy for a range of audiences and purposes and appropriate for different media | ✓ |  | A & I |
| Writes convincingly in an engaging and expressive manor | ✓ |  | A & I |
| Avoids inaccuracy jargon | ✓ |  | A & I |
| Writes in a well-structured and logical way, structuring information to meet the needs and understand of the inherited audience | ✓ |  | A & I |
| Establishes good relationships with others, building effective networks inside and outside the organisation | ✓ |  | I & R |
| Relates well to people at all levels | ✓ |  | I & R |
| Shares knowledge and expertise with others | ✓ |  | I & R |
| Produces new ideas, approaches and insights | ✓ |  | A & I |
| Ability and commitment to working collaboratively with other and visiting other Trust sites | ✓ |  | I & R |
| Committed to continual professional development and compliance with statutory and mandatory training | ✓ |  | A, I & R |
| Manages conflict and uses humour appropriately to enhance relationships with others |  | ✓ | I % R |
| Sets clearly defined objectives | ✓ |  | I & R |
| Child Protection | A commitment to the responsibility of safeguarding and promoting the welfare of young people. | ✓ |  | I |
| Enhanced DBS disclosure *(to be completed by preferred candidate following interview).* | ✓ |  |  |
| Willingness to undertake safeguarding training when required. | ✓ |  | I |

\* A = by application, R = by references, I = assessed by Interview, T = task