

PERSON SPECIFICATION

COMMUNICATIONS, ADMISSIONS & DEVELOPMENT OFFICER

	Essential	Desirable	How Identified
Knowledge / Qualifications			
GCSE including English and Maths at Grade C or above or equivalent	X		Application / Interview
Educated to A Level/Degree level	X		Application / Interview
Knowledge of the Data Protection Act including GDPR and other data legislation		x	Application / Interview
Marketing Communications / Digital Marketing or other relevant qualification		X	Application / Interview
Working knowledge of websites and social media platforms including Twitter, Facebook, YouTube, Instagram and LinkedIn	X		Application / Interview / Reference
Comprehensive knowledge of the online world including SEO and Google analytics	X		Application / Interview
Photography skills		X	Interview
Knowledge and awareness of the independent schools' sector		X	Application / Interview
Experience			
At least one year's marketing / communications experience including digital marketing		X	Application / Interview / Reference
Experience of working and engaging with a diverse range of individuals		X	Application / Interview / Reference
Excellent IT skills including Microsoft Office, Outlook, Word, Excel and PowerPoint	X		Application / Interview
Digital marketing skills and experience	X		Application / Interview / Reference
Understanding of working with media and to tight deadlines		X	Interview
Good knowledge of database management	X		Interview
Copywriting and proofreading skills with excellent attention to detail	X		Application / Interview
Personal Skills/Qualities			
Have a warm, engaging manner and personality with the ability to interact and collaborate with people of all ages and backgrounds	X		Application / Interview / Reference
Organisational and time management skills with a flexible approach in managing a diverse range of projects, multiple priorities and deadlines	X		Interview / Reference
Exceptional written, oral and digital communication skills	X		Application / Interview / Reference
Ability to be efficient, reliable and resilient under pressure	X		Interview / Reference
Ability to plan and prioritise own workload, act on own initiative and manage conflicting demands	X		Application / Interview / Reference

Flexible, adaptable, results orientated and able to prioritise	X		Interview / Reference
Ability to handle sensitive and confidential information appropriately and with discretion and professionalism	X		Interview / Reference
Highly self-motivated and an innovative thinker	X		Interview / Reference
Other Requirements			
A commitment to safeguarding and promoting the welfare of students	X		Interview / Reference
Able to show a strong commitment to the ethos of the College	X		Interview
Excellent reliability, punctuality and professional conduct	X		Interview / Reference
Commitment to continuing professional development	X		Application / Interview
Willingness and availability to cover College activities that take place outside of normal working hours	X		Interview / Reference
Current, full driving licence		X	Application / Interview