



Person Specification

Role: Marketing Manager

| | Essential | Desirable | Evidence/ Assessed By |
|--------------------------------------|--|---|---|
| Qualifications & training | Excellent written and spoken communications skills (GCSE English and Maths grade A* to C or equivalent) | Degree in communications, journalism, PR, marketing, media studies or professional marketing qualifications | Application Certificates |
| Skills and experience | Demonstrable experience in managing websites and social media channels, particularly on behalf of an organisation Excellent copywriting skills and ability to produce high-quality, creative, engaging content for a range of audiences Experienced user of CMS Excellent IT skills | Experience of working in a school Experience of taking photographs and creating videos Experience of working with photographers, film makers, designers | Application Tasks Interview |
| Professional Values | Positive, can-do, and forward-looking attitude Excellent listening and observational skills The ability to motivate, inspire and guide colleagues Professional and diplomatic Excellent organisational skills and ability to effectively prioritise work | Confident working with young people/teenagers | Application References |
| Knowledge and understanding | Knowledge of SEO and digital analytics programmes and how results can inform and develop strategy | Knowledge of branding and brand styles Experience of taking photographs and creating videos Knowledge of photo and video editing software | Application Tasks |



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| | | Experience of working with photographers, film makers, designers | |
| | | Knowledge of HTML | |
| Personal characteristics | Ability to work at pace Personable, positive, supportive, and calm, able to problem-solve without drama Smart appearance Enthusiastic Approachable and empathetic Organised and resourceful Flexible | | Interview Tasks References |

Exeter School is an equal opportunities employer and welcomes applications from any appropriately qualified person.

Exeter School is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. All applicants should read the school's safeguarding policy before applying. Applicants must be willing to undergo child protection screening including checks with past employers and the Disclosure and Barring Service.