**Northern Education Trust**

Graphic & Digital Content Designer

**PERSON SPECIFICATION**

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|   |   | **Assessed by:**  |
| **No**  | **Categories**  | **Essential / Desirable**  | **App Form**  | **Interview / Task**  |
| **QUALIFICATIONS**  |  |  |
| 1.  | Educated to A Level standard in a relevant discipline, e.g. ICT/Media/Design  | E  |   |   |
| 2.  | Educated to degree level in a relevant discipline  | D  |   |   |
| 3.  | Evidence of continuous professional development and training  | E  |   |   |
| **EXPERIENCE**  |  |  |
| 4.  | Experience of working for a MAT  | D  |   |   |
| 5.  | Proven graphic design experience  | E  |   |   |
| 6. | WordPress (or similar CMS) experience | D |   |   |
| 7. | Administration experience  | E  |   |   |
| 8. | Experience building website content | E |   |   |
| 9. | Marketing experience  | D  |   |   |
| **ABILITIES, SKILLS AND KNOWLEDGE**  |  |  |
| 10. | Possession of creative flair, versatility, conceptual/visual ability and originality  | E  |   |   |
| 11. | Demonstrable graphic design skills with a strong portfolio  | E  |   |   |
| 12. | Ability to use initiative and problem solving skills  | E  |   |   |
| 13. | ICT literate with a working ability to use key IT software to present work to a high standard  | E  |   |   |
| 14. | Ability to communicate effectively (verbally and written) and appropriately with senior managers, other staff, external contacts and agencies  | E  |   |   |
| 15.  | Understanding of marketing campaigns  | D  |   |   |
| 16.  | Ability to work under pressure, with accuracy, unsupervised and on own initiative  | E  |   |   |
|   |   | **Assessed by:**  |
| **No**  | **Categories**  | **Essential / Desirable**  | **App Form**  | **Interview / Task**  |
| 17. | Ability to command confidence and credibility and maintain strict confidentiality in all matters  | E  |   |   |
| **PERSONAL QUALITIES**  |  |  |
| 18. | A strong commitment to the Trust values and ethos  | E  |   |   |
| 19. | Commitment to support the Trust’s agenda for safeguarding and equality and diversity  | E  |   |   |
| 20. | A flexible approach and a strong work ethic  | E  |   |   |
| 21. | Commercially astute, articulate, technically strong and influential negotiator  | E  |   |   |
| 22. | High integrity with an ethically sound approach to building internal and external relationships  | E  |   |   |

NET is committed to safeguarding and promoting the welfare of children and young people. We expect all staff to share this commitment and to undergo appropriate checks, including an enhanced DBS check.