

Person Specification – Marketing & Publicity Officer

Applications will be short-listed and short-listed candidates assessed against the following criteria. Please show evidence of these competencies in your application.

	Essential	Desirable
Qualifications:	<ul style="list-style-type: none"> • Educated to degree level • Professional communication or marketing qualification 	<ul style="list-style-type: none"> • Higher degree in relevant discipline
Work Experience:	<ul style="list-style-type: none"> • Experience as a marketing or communications professional • Relevant experience to include production of marketing and communications materials, product and service development, market research and event planning • Experience in the development of marketing and communications plans • Experience in dealing with regional and national media • Experience of working with and influencing staff from across the organisation to achieve objectives • Experience of using Adobe Creative suite to create and manipulate graphics for advertisement • Extensive experience in the use of Microsoft Word, Access, Excel, Outlook, PowerPoint • Experience in working with website content • Experience of search engine optimisation • Experience of Email marketing campaigns. 	<ul style="list-style-type: none"> • Experience of a similar role within an educational environment • Experience of writing professional reports • Experience of providing professional advice related to marketing and communication to a wide range of managers, staff and senior managers
Skills and Abilities:	<ul style="list-style-type: none"> • A commitment to safeguarding younger students and vulnerable adults • Exceptional communication skills 	<ul style="list-style-type: none"> • An understanding of blogging and landing pages for marketing purposes

	<ul style="list-style-type: none"> • Excellent interpersonal skills including the ability to influence across the organisation and externally • Ability to plan and prioritise the work of yourself and others • Excellent writing skills • Excellent proof reading abilities • Knowledge of the use of new technologies in development of marketing and communications (i.e. social media) • Knowledge of the tools and techniques that can be used to benchmark online marketing activities • Exceptional ability to demonstrate creativity in the use of industry standard graphics and desktop publishing software. 	<ul style="list-style-type: none"> • In depth knowledge of the Adobe Suite of software • Up to date knowledge of data protection legislation
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