



**KING EDWARD VI SCHOOL SOUTHAMPTON  
STROUD SCHOOL, ROMSEY**

**Head of Marketing  
PERSON SPECIFICATION**

<b>JOB TITLE</b>	Head of Marketing
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	<b>Essential Criteria</b>	<b>Desirable Criteria</b>
<b>Qualifications</b>	Attainment of level 3 qualifications or equivalent (eg: A Levels, AVCE).	Marketing qualification.
<b>Professional Experience</b>	<p>Minimum of 5 years in marketing roles, with hands on experience of managing projects.</p> <p>Commercially-minded with experience of developing organisational marketing strategy.</p> <p>Experience of developing organisational brand strategy and ensuring consistency with ethos and values.</p> <p>Experience of managing the marketing of events.</p> <p>Experience of working in a fast-moving environment.</p>	<p>Experience of working within a school environment.</p> <p>Experience of managing a team.</p> <p>Experience of managing a budget.</p>
<b>Knowledge</b>	Strong hands-on experience with digital channels, strategies and tactics.	
<b>Skills / Attributes</b>	<p>Excellent verbal and written communication skills.</p> <p>Results-driven with strong analytical skills to measure the effectiveness of marketing activity.</p> <p>Excellent attention to detail and levels of accuracy.</p> <p>Highly organised with the ability to</p>	<p>Experience with content management systems, customer relationship management systems and email providers.</p> <p>Proficient user of Microsoft Office suite.</p>

	<p>prioritise workload and work to, and to meet, deadlines.</p> <p>Good interpersonal skills and able to work as member of a small team and on own initiative.</p> <p>Effectively communicate with a wide range of people at all levels.</p>	
<b>Personal</b>	<p>Sets high standards and expectations for self</p> <p>Flexible attitude to work including;</p> <ul style="list-style-type: none"> <li>• demands and changes in the role</li> <li>• willingness to be involved in the school</li> </ul> <p>Smart professional appearance.</p> <p>Total honesty, integrity, and reliability.</p> <p>Energy, enthusiasm, adaptability and a good sense of humour.</p>	
<b>Training</b>	<p>Willing to undertake training and other development opportunities, as necessary.</p>	<p>Evidence of recent and relevant training.</p>
<b>Other</b>	<p>Commitment to Health and Safety.</p> <p>Commitment to Equality and Diversity.</p>	<p>Car Driver.</p>