

Marketing and Communications Officer Person Specification

	JOB REQUIREMENTS	Essential	Desirable
Knowledge, Experience and Skills	Educated to A-level or relevant equivalent experience	✓	
	Degree level qualification in a relevant subject or track record of performance at an equivalent level		✓
	Substantial administrative experience		✓
	Experience or relevant expertise in communications	✓	
	Experience of web content management systems		✓
	Understanding of the concept of brand identity and brand values	✓	
	High level IT Skills in Microsoft Officer: Word, Excel, PowerPoint plus email and the web	✓	
	Exceptional written and verbal communication skills	✓	
	Excellent time management and organisation skills	✓	
	Awareness of basic marketing principles	✓	
	Knowledge of the Trust or schools		✓
Supervision / Management and Decision Making	Management of large scale events, communication programmes and marketing projects	✓	
	Able to work under won direction with minimal supervision	✓	
	Ability to confidentially act on own initiative and produce solutions to problems	✓	
	Able to make prompt clear operation decisions	✓	
	JOB COMPETENCIES		
Planning and Organising	Ability to manage several different areas of work concurrently	✓	
	Sets clearly defined objectives	✓	
	Plans activities and projects well in advance and takes account of possible changing circumstances	✓	
	Manages time effectively and identifies and organises resources needed to accomplish tasks	✓	
	Monitors performance against deadline and milestones	✓	
Writing and reporting	Ability to write clear, concise, accurate and engaging copy for a range of audiences and purposes and appropriate for different media	✓	
	Writes convincingly in an engaging and expressive manor	✓	
	Avoids inaccuracy jargon	✓	
	Writes in a well-structured and logical way, structuring information to meet the needs and understand of the inherited audience	✓	

Relating and Networking	Establishes good relationships with others, building effective networks inside and outside the organisation	✓	
	Relates well to people at all levels	✓	
	Manages conflict and uses humour appropriately to enhance relationships with others		✓
Applying Expertise	Develop job knowledge and expertise through continual professional development	✓	
	Shares knowledge and expertise with others	✓	
	Demonstrates a good understanding of different organisation departments and functions	✓	
Creating and Innovating	Produces new ideas, approaches and insights	✓	
	Creates innovative designs and a range of solutions to issues	✓	
	Seeks opportunities for organisational improvement	✓	
Additional requirements	Ability and commitment to working collaboratively with other and visiting other Trust sites	✓	
	Committed to continual professional development and compliance with statutory and mandatory training	✓	
Child Protection	A commitment to the responsibility of safeguarding and promoting the welfare of young people	✓	
	Enhanced DBS disclosure (<i>to be completed by preferred candidate following interview</i>)	✓	
	Willingness to undertake Child Protection training when required	✓	