

Development and Marketing Coordinator

	Essential	Desirable
Skills and Competencies		
A foundational understanding of marketing and events principles	<input checked="" type="checkbox"/>	
Proficiency in basic visual design software and an eye for aesthetics	<input checked="" type="checkbox"/>	
Solid knowledge and use of various social media platforms and content creation	<input checked="" type="checkbox"/>	
Excellent ICT skills	<input checked="" type="checkbox"/>	
Ability to manage and manipulate data to identify trends and create reports		<input checked="" type="checkbox"/>
Ability to reflect on projects to further improve them for the future	<input checked="" type="checkbox"/>	
Ability to communicate effectively both orally and in writing	<input checked="" type="checkbox"/>	
A keen interest in sharing good practice	<input checked="" type="checkbox"/>	
Qualifications		
Good A Levels or equivalent	<input checked="" type="checkbox"/>	
Good degree in relevant subject		<input checked="" type="checkbox"/>
Evidence of continuing professional development		<input checked="" type="checkbox"/>
Experience		
Previous marketing and event experience	<input checked="" type="checkbox"/>	
Experience of coordinating people and resources to meet deadlines	<input checked="" type="checkbox"/>	
Experience of working within a busy school environment		<input checked="" type="checkbox"/>
Personal Qualities		
Strong interpersonal, communication and negotiation skills to coordinate the work of multiple stakeholders	<input checked="" type="checkbox"/>	
Flexibility and adaptability	<input checked="" type="checkbox"/>	
Creativity, innovation and the ability to problem solve	<input checked="" type="checkbox"/>	
Excellent time management and the ability to prioritise effectively	<input checked="" type="checkbox"/>	
Excellent organisational skills and the ability to manage a varied workload	<input checked="" type="checkbox"/>	

An ability to establish good working relationships with a range of stakeholders	<input checked="" type="checkbox"/>	
Ability and inclination to contribute positively to the wider life and ethos of the school	<input checked="" type="checkbox"/>	

