

**PERSON SPECIFICATION**

<b>JOB TITLE</b>	Digital Media Coordinator	
<b>DEPARTMENT/SECTION</b>	Communications Department	
<b>SAFEGUARDING:</b> <i>Forest School is committed to safeguarding and promoting the welfare of children.</i> The postholder will be required to; <ul style="list-style-type: none"> <li>• Complete an Enhanced Disclosure and Barring Check (DBS).</li> <li>• Complete Child Protection Training.</li> <li>• Promote and safeguard the welfare of all children and young persons they are responsible for, or with whom they come into contact.</li> </ul>		
<b>QUALIFICATIONS</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
Degree in Marketing, Communications, Digital Media, or related field	✓	
Significant experience in digital marketing, preferably within an educational setting		✓
Proven track record of managing successful digital campaigns and social media strategies.	✓	
<b>EXPERIENCE</b>		
Experience with digital analytics tools (e.g., Google Analytics, SEMrush) and the ability to interpret data to drive strategy.	✓	
Experience of content and social media marketing	✓	
Experience of working in a school environment		✓
Experience of managing digital channels	✓	
Experience of digital content planning and creation	✓	
Working knowledge of GDPR		✓
<b>COMPETENCIES AND SKILLS</b>		
Strong portfolio demonstrating creative content production skills, including graphic design, photo, and video editing.	✓	
Exceptional copywriting and storytelling abilities, with a knack for crafting compelling narratives that resonate with diverse audiences.	✓	

Excellent verbal communication skills, with the ability to present ideas clearly and persuasively.	✓	
Attention to detail and a commitment to producing high-quality work.	✓	
Strong project management skills with the ability to manage multiple tasks, prioritise effectively, and meet deadlines.	✓	
Excellent interpersonal skills to engage with pupils, staff, parents, and alumni, fostering a sense of community and collaboration.	✓	
Ability to build and maintain strong relationships with internal and external stakeholders.	✓	
Ability to thrive in a fast-paced environment and adapt to changing priorities and technologies.	✓	
Flexibility to take on new challenges and find innovative solutions.	✓	
Demonstrated ability to work collaboratively within a team, contributing to shared goals and projects.	✓	
A proactive approach to identifying opportunities for digital innovation and implementing creative solutions	✓	
Ability to think outside the box and bring fresh ideas to the table	✓	
Proficiency in managing social media platforms, including Facebook, Instagram, X (formerly Twitter), LinkedIn, TikTok, and YouTube. Experience with social media management tools and analytics.	✓	
Good knowledge of Adobe Creative Suite and Canva.	✓	
Strong problem-solving skills and the ability to make data-driven decisions.	✓	
Knowledge of website management platforms (e.g., WordPress) and SEO best practices.	✓	
Excellent skills with Microsoft Office Suite.	✓	
Technical proficiency in using digital tools and platforms to enhance online presence and engagement.	✓	