

PERSON SPECIFICATION – Marketing Coordinator – Stover School

CANDIDATE NAME:			FOR OFFICE USE ONLY		
Category	Requirements	Essential (E)/ Desirable (D)	Met	Partially Met	Not Met
Education/Training	Educated to A Level, or equivalent.	E			
	Working knowledge of Microsoft Excel and Word	E			
Experience	Experience of working in an independent educational setting	D			
	Sales and marketing experience	D			
	Work experience in a customer orientated role	E			
	Basic understanding of Digital Marketing methods	E			
	Excellent written skills with the ability to write and edit for varying audiences (website, social media, press releases, newsletters, emails and letters)	E			
	Working knowledge of Adobe Creative Suite (InDesign and Photoshop)	E			
	Strong photography skills	E			
	Working knowledge of Wordpress CMS	E			
	Experience of working in a team of people and individually to complete tasks required.	E			
Personal Qualities	A willingness to take on tasks personally.	E			
	Demonstrates good time management skills.	E			
	Committed to continual personal and professional development	E			
	Polite, friendly and professional manner and approachable at all times.	E			
	Integrity, tact and diplomacy.	E			
	Effective communicator.	E			
	Ability to work well with colleagues and form relationships with families and other third parties	E			
Safeguarding Children	Displays commitment to the protection and safeguarding of children.	E			