



## MARKETING & COMMUNICATIONS OFFICER

	Essential	Desirable	Method
<b>Qualifications</b>	Educated to degree level		Application form  Applicants' certificates
<b>Knowledge &amp; Experience</b>	<p>High quality written communication skills, ability to write copy and proofread effectively</p> <p>Good understanding of social media platforms and website content formats</p> <p>Ability to managed social media accounts within a professional setting</p>	<p>Exposure to working on news articles and press releases</p> <p>Evidence of relationship management skills within a professional setting</p> <p>Knowledge and expertise in digital marketing and communications</p> <p>Managing social media advertising accounts</p> <p>Skills in editing a CMS based website</p>	Application form
<b>Skills &amp; aptitudes</b>	<p>A professional interest in marketing and communications</p> <p>Strong interpersonal communications</p> <p>Professional attitude to colleagues, students, parents and the working environment</p> <p>Flexible and willing to help with various activities</p> <p>Able to work without close supervision and enjoy working on own initiative</p> <p>Able to work effectively with other colleagues</p>		Interview

<b>Personal attributes</b>	<p>Enthusiastic, adaptable and passionate about learning</p> <p>Attention to detail and strong organisational skills</p> <p>To show an interest in the ethos, mission and values of the Trust and demonstrate this in all work activities</p>		<p>Interview</p>
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May 2019