

Marketing and Communications Assistant

Person Specification

| | Essential | Desirable |
|---------------------------------|---|---|
| Qualifications | | <ul style="list-style-type: none"> ● Degree-educated ● Holder of recognised marketing qualification. |
| Experience / Knowledge / | <ul style="list-style-type: none"> ● Marketing and communications experience ● An understanding of and a confident user of a wide range of social media including Instagram, Facebook, Twitter, and YouTube. ● Experience of writing for different audiences for a variety of different media, including print and digital. ● High standards of written communication, grammar and spelling. | <ul style="list-style-type: none"> ● Understanding of inbound marketing practices. ● Project and event management ● Experience of working with external agencies, including website developers. ● Familiarity with a school environment/independent schools' sector. ● Understanding of SEO techniques ● Working knowledge of Hubspot |
| Technical Skills | <ul style="list-style-type: none"> ● Computer literacy - Word, Excel ● Keen eye for detail and high level of accuracy, with a commitment to quality. ● Ability to prioritise, manage multiple tasks simultaneously and meet deadlines. ● Driving Licence. | <ul style="list-style-type: none"> ● Google Suite applications. ● Practical experience of working with websites and using content management systems. ● Photographic skills. ● Database management (CRM and CMS) ● Knowledge of Google Analytics, Hubspot, Mailchimp and social media insight tools. |
| Personal Skills | <ul style="list-style-type: none"> ● Excellent interpersonal and verbal communication skills. ● Keen attention to detail and a high level of accuracy. ● Ability to prioritise, manage multiple tasks simultaneously and meet deadlines. ● High degree of personal motivation, including the ability to work independently as well as collaboratively. ● Able to multitask and work well under pressure. ● Ability to quickly form and develop good working relationships with colleagues, suppliers and stakeholders. ● A friendly 'can do' approach and a sense of humour. | <ul style="list-style-type: none"> ● Good influencing skills. ● Ability to contribute new ideas which align with the Marketing Department's strategic objectives. |