



# ST EDMUND'S COLLEGE & PREP SCHOOL



## PERSONAL SPECIFICATION

<b>Role title:</b>	<b>Marketing Officer</b>		
<b>Reporting to:</b>	<b>Director of External Relations</b>		
	<b>Essential</b>	<b>Desirable</b>	<b>Method of assessment</b>
<b>Skills &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>• Experience in maintaining and updating multiple websites using various Content Managements Systems.</li> <li>• Excellent general IT skills</li> <li>• Experience of managing multiple social media platforms.</li> <li>• Experience of developing proactive and creative marketing ideas</li> <li>• Excellent general administration skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working within the Independent education sector</li> <li>• Experience in using Adobe Photoshop or similar design packages and photo manipulation.</li> <li>• Interest in photography and videography.</li> </ul>	<ul style="list-style-type: none"> <li>• Contents of the application form</li> <li>• Interview</li> <li>• Professional references</li> </ul>
<b>Personal competencies and qualities</b>	<ul style="list-style-type: none"> <li>• An interest in marketing, PR, administration and customer service.</li> <li>• Self-motivated, creative thinker.</li> <li>• Strong, confident communication skills in person, on the telephone and in writing.</li> <li>• Friendly and personable.</li> <li>• Be diplomatic, discreet and able to maintain confidentiality.</li> <li>• Have a good sense of humour.</li> <li>• Ability to identify opportunities for improvements within the function to benefit the business</li> <li>• Act with a high degree of integrity while representing the values of the Group</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to manage and prioritise managing multiple projects simultaneously</li> </ul>	<ul style="list-style-type: none"> <li>• Contents of the application form</li> <li>• Interview</li> <li>• Professional references</li> </ul>

Rooted in Christ and Catholic tradition and under the guidance of its patron, St Edmund's aims to realise the God-given potential, in body, mind and spirit, of all members of its community through service and leadership.

Avita Pro Fide !

The College is committed to safeguarding the welfare of children, therefore, all candidates will be required to undergo an Enhanced DBS check

We will seek references that will include questions about past disciplinary actions or allegations in relation to behaviour with children and may approach previous employers for information to verify particular experience or qualifications.