**Marketing Manager**

**Person Specification**

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| **Criteria** | **Essential (E)****or****Desirable (D)** | **Method of Assessment****Application (A)****Reference (R)****Test (T)****Interview (I)** |
| **Education**Educated at least to GCSE level or equivalentA relevant marketing qualification | ED | AA |
| **Experience**Significant experience working in a marketing environmentExperience of working in a multi-cultural environmentExperience of working in the education sector | EDD | A/I/RAA/I |
| **Knowledge, Skills and Abilities**Shows a clear and detailed understanding of what will be involved in addressing the key tasks in the job profileAbility to work as part of a team as well as to work independentlyAbility to develop and manage organisational accounts for Facebook, Twitter and LinkedIn.Shows a clear understanding of the role of support staff in underpinning teaching and learning in a school situationAbility to prioritise work related tasks, particularly when under pressure | EEEE E | A/I/TA/R/IA/I/RA/IA/I/T |

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| **Criteria** | **Essential (E)****or****Desirable (D)** | **Method of Assessment****Application (A)****Reference (R)****Test (T)****Interview (I)** |
| **Personal Qualities**Committed, practising ChristianAwareness and appreciation of the Anglican traditionCommitted to maintaining high standards Committed to educational principles which are inclusive of all pupilsAbility to work in partnership with pupils, parents, staff and governorsExcellent interpersonal and communication skillsAbility to help generate a good working atmosphere, encouraging team spirit and seeing that work is carried out properly Has a strong sense of loyalty | DDEEEEEE | A/IA/IA/IA/IIA/I/TIA/R/I |