**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 equivalent  A relevant marketing qualification | E  D | A  A |
| **Experience**  Significant experience working in a marketing environment  Experience of working in a multi-cultural environment  Experience of working in the education sector | E  D  D | A/I/R  A  A/I |
| **Knowledge, Skills and Abilities**  Shows a clear and detailed understanding of what will be involved in addressing the key tasks in the job profile  Ability to work as part of a team as well as to work independently  Ability 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 situation  Ability to prioritise work related tasks, particularly when under pressure | E  E  E  E  E | A/I/T  A/R/I  A/I/R  A/I  A/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 Christian  Awareness and appreciation of the Anglican tradition  Committed to maintaining high standards  Committed to educational principles which are inclusive of all pupils  Ability to work in partnership with pupils, parents, staff and governors  Excellent interpersonal and communication skills  Ability to help generate a good working atmosphere, encouraging team spirit and seeing that work is carried out properly  Has a strong sense of loyalty | D  D  E  E  E  E  E  E | A/I  A/I  A/I  A/I  I  A/I/T  I  A/R/I |