

PERSON SPECIFICATION
COMMUNICATIONS OFFICER

Person specification	Essential / Desirable
Qualifications <ul style="list-style-type: none"> • Level 3 (A levels or equivalent) • Degree or professional qualification in Marketing 	<p style="text-align: center;">E D</p>
Experience <ul style="list-style-type: none"> • Relevant work experience within a marketing, PR or communications role • Knowledge and experience of using social networking sites such as Twitter and LinkedIn • Hands on experience of email marketing eg Mailchimp • Experience of working in and supporting a team • Demonstrable experience of copywriting, editing and proof-reading with excellent attention to detail • Proven experience of working across teams • Experience of press liaison and preparation of press releases • Experience of working in an education, training or awarding body environment 	<p style="text-align: center;">E E E E E E D D</p>
Skills <ul style="list-style-type: none"> • Excellent written skills with the ability to write creatively and accurately particularly for email and social media communications • Excellent communication skills specifically the ability to present ideas and information clearly • Excellent organisational skills • Dynamic and proactive approach with demonstrable ability to generate original ideas for marketing campaigns • An understanding of web content including structure and navigation of web-authoring applications ie WordPress • Strong interpersonal skills combined with enthusiasm and flexibility in approach • Confident and competent use Microsoft Office • Ability to use Adobe Creative Suite to design/manipulate photos, etc • Skilled in analysing engagement data from web (Google Analytics), email (Mailchimp) and social media etc • Knowledge of CRM systems • Project management skills • Skilled in communicating promotions that drive event participation 	<p style="text-align: center;">E E E E E E E D E D D</p>
Personal Attributes <ul style="list-style-type: none"> • The ability to work on own initiative and as part of a team • Ability to multi-task/manage multiple priorities whilst working accurately to tight deadlines • Commitment to high standards of quality and customer service • Ability to work calmly and positively under pressure • Personable, proactive and able to develop effective and professional working relationships • Willingness to travel and flexibility in working hours when necessary 	<p style="text-align: center;">E E E E E E</p>