



MARKETING OFFICER

PERSON SPECIFICATION	Essential/ Desirable
<p>Qualifications</p> <ul style="list-style-type: none"> • Good standard of education - GCSEs or equivalent (including English) • Marketing qualification 	<p>E</p> <p>D</p>
<p>Knowledge and Experience</p> <ul style="list-style-type: none"> • Previous experience of creating and managing digital marketing campaigns • Experience of working in a marketing-related role • Proven experience in coordinating integrated, multi-channel marketing campaigns (including email, social, and web). • Experience in podcast promotion and distribution using hosting platforms (e.g., Libsyn). • Experience of copywriting and proofreading • Experience of working in a busy office with a strong collaborative ethos • Knowledge of or interest in the UK Education system and current affairs 	<p>E</p> <p>E</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p>
<p>Skills</p> <ul style="list-style-type: none"> • Excellent written and verbal communication skills • Strong attention to detail • All-round marketing skills • Ability to prioritise, plan and organise day to day activities, ensuring timely achievement of campaign goals • Excellent IT skills, including Microsoft (Outlook, Word, Excel, Teams) • Experience with using marketing platforms such as WordPress, Mailchimp, social media scheduling platforms, and Canva • Organisational and time management skills with the ability to multitask within a busy office environment • Ability to work effectively when under pressure to achieve tight deadlines 	<p>E</p> <p>E</p> <p>D</p> <p>D</p> <p>E</p> <p>D</p> <p>E</p> <p>E</p>



<p><i>Personal Attributes</i></p> <ul style="list-style-type: none"> • The ability to use own initiative and know when to seek advice • A creative mindset with the ability to suggest new ideas for content and audience engagement • Committed to high standards of quality, seeks to improve systems and processes • Ability to work under pressure to tight deadlines • Ability to develop and maintain strong, effective and professional working relationships • Committed to continuous self-development • Flexible and receptive to change 	<p>E</p> <p>D</p> <p>D</p> <p>E</p> <p>E</p> <p>D</p> <p>D</p>
<p><i>Additional</i></p> <ul style="list-style-type: none"> • Flexibility in working hours if necessary • Capability to work from home if required 	<p>E</p> <p>D</p>

March 2026