

PERSON SPECIFICATION



JOB TITLE:

MARKETING OFFICER

DEPARTMENT:

STUDENTS, COMMUNITY AND PROGRESSION

REPORTS TO:

VICE PRINCIPAL (STUDENTS, COMMUNITY AND PROGRESSION)

Criteria – Special Knowledge and Training	Essential/Desirable	How is it assessed?
Educated to degree level (in a related area)	Essential	Application Form and certificates
Professional qualifications in Marketing, Journalism or Public Relations specialisms	Desirable	Application Form and certificates
Experience of working in a marketing department	Desirable	Application form
Experience working in a face to face customer service team environment	Essential	Application form and interview
Experience and confidence in the use of IT, including editing web content and social media, with a willingness to learn basic Photoshop and design skills (e.g. Publisher, InDesign)	Essential	Application form and interview
Experience in working with young people/vulnerable adults	Desirable	Application form
An understanding of the learning needs of young people	Desirable	Application form and interview
Criteria – General skills & experience required	Essential/Desirable	How is it assessed?
Excellent written communication skills with the ability to write an effective press release	Essential	Interview
Excellent IT Skills – especially Microsoft Office packages	Essential	Interview
The ability to prioritise and manage conflicting operational pressures	Essential	Application form and interview
Excellent verbal communication and presentation skills with the ability to liaise with all staff	Essential	Application form and Interview
Experience of working in a further education	Desirable	Application form and

environment		interview
The ability to follow and interpret agreed policies and procedures	Essential	Interview
The ability to write clear and concise letters, memos and reports, keep detailed records of work and demonstrate the ability to complete basic administrative procedures.	Essential	Application form and interview
Good attention to detail and excellent copywriting skills	Essential	Application form
Criteria – Personal Qualities	Essential/Desirable	How is it assessed?
Energy, enthusiasm and commitment	Essential	Interview
The ability to maintain high standards of personal behaviour and professional conduct	Essential	Interview
The ability to develop strong working relationships both inside the organisation and within the community.	Essential	Application form and interview
The ability to demonstrate a high level of discretion	Essential	Interview
The ability to demonstrate confidence in dealing with students, staff, parents and members of the local community	Essential	Interview
The ability to make decisions using own initiative	Essential	Interview
The aptitude to work as a member of a cross functional team	Essential	Interview
The ability to supervise the work of junior members of the team	Essential	Interview
The ability to adopt a problem solving approach to issues	Essential	Interview
A flexible approach to work and the ability to undertake evening work	Essential	Interview
The ability to demonstrate a commitment to the protection and safeguarding of children and vulnerable adults' under the responsibilities of the role.	Essential	Interview
Criteria – Personal Motivation	Essential/Desirable	How is it assessed?
A commitment to the delivery of excellent customer	Essential	Interview

service		
A commitment to continued professional development	Essential	Application form and interview
As a desire to make a difference and influence the whole College's provision	Essential	Interview
A commitment to the ethos of continuous improvement and high aspirations	Essential	Application form and interview
A willingness to attend training courses and network meetings	Essential	Application form and interview
Aspires to a management position	Desirable	Interview

Application Form – criteria within the person specification are assessed against the application form, curriculum vitae, letter of support or the supporting statements within the application form. The application form will be used to evaluate factual evidence e.g. the award of a qualification. The supporting statement will request candidates to provide a statement to demonstrate how they meet the criteria. Both will be scored as part of the shortlisting process.

Interview – criteria within the person specification are assessed during the interview process by either competency based interview questions, tests or other practical assessments.

References – Ideally, these will be sought prior to the interview process. Criteria within the person specification will be explored within the reference requests and responses will be assessed against the criteria. Any differences between details provided in the application form and the reference will be explored during the interview process.