

PERSON SPECIFICATION

Details of Person Specification

Job Title:	Marketing and Communications Advisor	Grade:	14-17
Division/Section:	MBD	Date:	Sept 2025
Prepared by:	Jacqui Taylor		
Designation:	Head of Marketing and External Relations		
Reviewed by:	Carrie Lynch		
Designation:	HR Manager		

This form describes the essential and desirable criteria a person needs to perform the job.

Candidates who meet essential criteria should be preferred to those who do not. Exceptions to this guideline need to be justifiable and should be recorded.

PERSON SPECIFICATION

1. KNOWLEDGE AND SKILLS

No.	Description	Method of Assessment
	Essential Creation and development of marketing campaigns.	Application Form/ Interview
	Understanding the importance of brand identity within the marketing function.	Application Form/ Interview
	Knowledge and understanding of GDPR within Marketing.	Application Form/ Interview
	Awareness of the importance of ensuring that social media content is accessible to all in line with best practise.	Interview
	Excellent organisational skills and attention to detail.	Interview
	Time management skills and ability to work effectively under pressure to meet deadlines.	Application Form/ Interview
	Proven ability to communicate at all levels both in writing and verbally.	Interview

	Proven ability to problem solve and make quick decisions under pressure.	Interview.
	Desirable Technical awareness to set up and manage simple AV systems and software packages such as Microsoft PowerPoint. Report writing and data analysis Awareness of the impact the external environment can have on marketing approaches Budget Monitoring and analysis Proven coaching and Mentoring Skills	Application Form Application Form Interview Application Form Application Form

2. EXPERIENCE AND EDUCATION

No.	Description	Method of Assessment
	Essential Educated to HNC level [marketing or business related] and/or experience working in a similar role within a marketing function. Experience utilising a range of digital marketing methods in Marketing campaigns including photography and video. Experience in creating both digital and print graphics. Experience using industry standard graphic programmes [i.e. adobe creative cloud] High standard of IT literacy and a working knowledge of software packages including PowerPoint, Microsoft office and databases – [SharePoint] Driving License	Application Form /Interview Application Form/Interview Application Form/Interview Application Form Application Form Application Form
	Desirable 2 years experience working in marketing with particular focus on social media within an educational setting. Experience of working in an Education and Learning Environment.	Application Form /Interview Application Form/Interview

3. ACCURACY AND INITIATIVE

No.	Description	Method of Assessment
	Essential Awareness of the importance of confidentiality. High level of accuracy required and the ability to produce high quality work within tight timescales with limited supervision. Ability to prioritise own workload and work on own initiative.	Interview Application Form/Interview Application Form
	Desirable	

4. PEOPLE

No.	Description	Method of Assessment
	Essential Ability to work effectively on your own as well as part of a team. Confident in engaging with challenging conversations. Commitment to customer care focused provision of service.	Interview Interview Interview
	Desirable	

5. OTHER REQUIREMENTS

No.	Description	Method of Assessment
	Essential Commitment to equal opportunities Must be flexible in terms of working hours as this post requires some evening and weekend work.	Application Form /Interview Interview