

**PERSON SPECIFICATION
MARKETING & COMMUNICATIONS OFFICER**

	<u>Essential</u>	<u>Desirable</u>
Qualifications / Training	<ul style="list-style-type: none"> ➤ Educated to degree level or equivalent (preferably in marketing, communications, media or similar) 	<ul style="list-style-type: none"> ➤ Marketing qualification
Experience	<ul style="list-style-type: none"> ➤ Experience of working in a similar marketing or communications role in a fast-moving environment ➤ Knowledge and experience of social media and digital communications ➤ Experience of writing and editing copy for different audiences ➤ Experience of managing design and print schedule ➤ Experience of working with external agencies and partners including the press and media ➤ Experience of working under pressure and to deadlines 	<ul style="list-style-type: none"> ➤ Experience of working in a college and/or arts environment ➤ Knowledge and use of Google Analytics & Hootsuite ➤ Previous experience of using email marketing tools such as Mail Chimp ➤ Experience of using WordPress to update and maintain websites ➤ Good analytical skills ➤ Experience of graphic design (some knowledge of Photoshop and InDesign would be useful)
Skills/ Knowledge	<ul style="list-style-type: none"> ➤ Ability to communicate effectively, negotiate and network through highly developed inter-personal written, verbal and presentation skills to a range of audiences ➤ Understand and apply the principals and practices of cohesive marketing strategies and operational planning and delivery ➤ Have knowledge of a wide range of marketing techniques and concepts ➤ Willingness to take back-office and presentational front-of-house roles ➤ Diligence about process and procedural tasks with an eye for detail ➤ Excellent literacy and numeracy competency ➤ Excellent creative writing, editing and proofreading skills ➤ Well-developed analytical, planning and organisational skills ➤ A creative thinker and problem solver ➤ Strong IT & digital skills ➤ Ability to work to multiple deadlines and under pressure 	<ul style="list-style-type: none"> ➤ Understanding of Safeguarding and Child Protection issues. ➤ A knowledge of and enthusiasm for the websites, print media, social media and digital communication channels used by young people aged under 20 ➤ Interest and understanding of the arts sector ➤ Interest and understanding of education ➤ GDPR training

<p><u>Personal Skills</u></p>	<ul style="list-style-type: none"> ➤ Commitment to learning ➤ Enthusiastic, positive and 'can -do' attitude ➤ Diplomacy skills ➤ Calm under pressure ➤ Reliability, integrity, resilience and stamina ➤ Respects confidentiality ➤ A commitment to CAPA College ethos ➤ Willing to seek support and advice when necessary ➤ Enjoys working as part of a team ➤ Enjoys working independently - takes initiative, self-motivated, ability to manage own time, organise workload and work efficiently to meet deadlines ➤ Quick learner, able to be flexible and adapt to context and surroundings ➤ Enthusiasm and commitment for working in a creative organisation with a Focus on young people (aged 16-19) ➤ Willingness to lead by example in terms of work ethic, dress and behaviour ➤ Robust sense of humour ➤ Excellent attendance and punctuality records
<p><u>Flexibility/ availability</u></p>	<ul style="list-style-type: none"> ➤ Flexibility to work evenings and weekends to meet the needs of the College e.g. Performances & Exhibitions.