**WELLFIELD SCHOOL**

**Person specification for the post of Marketing Technician**

Grade 4, £18,795 - £19,945

(37 hours per week, whole time)

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| **Criteria** | **Essential** | **Desirable** |
| **Education**  | * Minimum of 5 GCSE’s at grade C and above, including English and maths, or equivalent qualifications
* Graphic design skills and software experience
 | * Appropriate Level 3 qualification
* Ability to use Adobe Creative Suite (Adobe Indesign, Illustrator & Photoshop)
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| **Knowledge and Experience** | * Experience of managing corporate identity through social media
* Knowledge of Wordpress CMS build/implementation to update and maintain the school website
* Proven organisational and project management skills
* Good knowledge of marketing planning
* Experience of website management and ability to create website friendly graphics
 | * Working with external agencies
* Working in a school environment
* Experience of working in a communications/marketing role
* Knowledge of various graphic software packages
* Knowledge in litho and digital print processes, colour profiles and print stock
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| **Skills/Abilities** | * A flair for written English, including good language and communication skills ,as well as good proof reading skills
* Good organisational skills
* Good desktop publishing/layout and typographical skills
* Creative skills which can be adapted to meet various client needs
* Ability to monitor and analyse effectiveness of social media and digital marketing
* Ability to work within a team
* Ability to work independently and use initiative within scope of the post
* Ability to work under pressure, to deadlines and to prioritise workload
* Ability to follow instructions & take advice
 | * A commitment to provide a responsive and supportive service
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| **Other** | * Able to set own priorities, manage multiple tasks and deliver within agreed timescales
* Enthusiastic, hard working & self-motivated
* Positive, reliable and conscientious
* The ability to communicate effectively with a range of audiences
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