**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) |
| **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 |
| **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 |
| **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 |  |