

**PERSON SPECIFICATION**  
**Head of Marketing**

As well as meeting the criteria listed below, the successful candidate will have provided a strong supporting statement explaining their reasons for applying for the post and addressing the responsibilities identified in the Job Description.

**ESSENTIAL:**

**1. Qualifications:**

- Ideally an honours degree in Marketing, Business, Communications, or a related field, obtained from a recognised university.

**2. Experience:**

- Experience in a marketing role with a proven track record in planning and execution.
- Demonstrable experience managing a team within the marketing domain.
- Experience in handling budgets with a clear understanding of financial efficiency and return on investment.
- Experience within the UK education sector, particularly in post-16 education, is highly advantageous.

**3. Skills & Abilities:**

- Strategic mindset with the ability to develop KPIs in line with the College's strategic plan.
- Leadership and people management skills.
- Communication skills, adept at crafting messages for a variety of audiences.
- Proficiency in digital marketing techniques and analytics.
- Brand management skills with experience in maintaining brand integrity across multiple platforms.
- Competence in creating compelling content and managing a diverse social media strategy.

**4. Personal Attributes:**

- A creative and innovative approach to problem-solving and marketing.
- A strong commitment to promoting and enhancing diversity and equality.
- Excellent organisational capabilities with the ability to manage multiple projects and deadlines.
- Resilience and flexibility to adapt to the changing needs of the College environment.

**5. Knowledge:**

- Up-to-date knowledge of effective marketing practices and trends.
- Awareness of safeguarding principles and a commitment to student welfare.

**6. Other:**

- Availability for occasional evening and weekend events.
- Dedication to one's own continuous professional development, keeping abreast of marketing innovations and educational sector changes.

**DESIRABLE**

**1. Qualifications:**

- Professional marketing qualifications such as a diploma from the Chartered Institute of Marketing (CIM).
- Evidence of ongoing professional development in marketing, leadership, or education management.

**2. Experience:**

- Experience in managing public relations and media engagement.
- Involvement in partnership building within the UK education sector and local community.

**3. Skills & Abilities:**

- Advanced digital marketing skills, such as expertise in design software (e.g., Adobe Creative Suite).

4. **Knowledge:**

- A good understanding of the local and regional landscape, including potential student recruitment networks and partnerships with schools and other educational institutions.