

**PERSON SPECIFICATION
MARKETING ASSISTANT
Part Time / Permanent**

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

Experience and Skills

Essential

The successful candidate will:

- Have a general awareness of the strategic direction of the College and an understanding of the environment in which it operates.
- Have excellent organisational skills, together with a willingness to be flexible and adaptable, according to the priorities of the College at any time.
- Have excellent verbal and written communication skills including the ability to write effective, engaging copy.
- Be proficient in the use of social media (e.g. Facebook, LinkedIn, Instagram, YouTube etc.)
- Be able to work within a team and liaise with both staff and students.
- Act independently and use initiative when required.
- Have confidence in representing the College to potential applicants, and comfortable in engaging with stakeholders at various organisational levels.
- Have confidence in tackling unfamiliar situations and an enthusiasm for learning new skills and software when requested.

Professional Qualities

- Have strong interpersonal skills.
- Think creatively, work independently, and demonstrate initiative.
- Be able to work collaboratively both internally and externally.
- Be proficient in the use of Microsoft (Teams, PowerPoint, Word, and Excel) and other IT packages.
- Have an affinity with 16–19-year-olds.
- Have a commitment to and understanding of equality and diversity issues.

DESIRABLE

The successful candidate may:

- Have previous experience of working in a school or college in a similar role.
- Have experience organising events.
- Have previous experience of updating websites using WordPress.