

PERSON SPECIFICATION

MAT Marketing and Communications Manager

	Assessed by:		
	Essential / Desirable	Application form / references	Interview / task
EDUCATION AND QUALIFICATIONS			
Degree and/ or a professional qualification (in an appropriate discipline), or appropriate professional experience relevant to the post	E	✓	
Membership of the CIM	D	✓	
KNOWLEDGE AND EXPERIENCE			
Broad range of experience in a wide range of Marketing disciplines	E	✓	✓
Practical experience of copy writing and editing	E	✓	✓
Knowledge and experience of advertising (creating both digital and print adverts and advertising campaigns)	E	✓	✓
Experience in policy and procedure development and implementation	E	✓	✓
Experience of developing and implementing strategies for corporate marketing strategies	E	✓	✓
Practical experience of training and mentoring managers and staff	E	✓	✓
Practical experience of working across multiple sites	E	✓	
Experience of working in a Multi Academy Trust or other education setting	D	✓	
PR Experience	D	✓	
Experience of video editing	D	✓	✓
ABILITIES AND SKILLS			
Excellent written and verbal communication skills with the ability to present technical data confidently to other professionals and non-professionals	E	✓	✓
Ability to prioritise, plan and organise with meticulous attention to detail	E	✓	
Ability to think strategically and creatively	E	✓	✓
Effective time management able to successfully work to tight deadlines and manage multiple projects simultaneously	E	✓	✓
Capable of taking responsibility and working on own initiative	E	✓	✓
Good interpersonal skills, able to influence key stakeholders and to inspire confidence with the Trust Board and Executive Team	E	✓	✓

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Strong IT skills with capacity to implement and operate new systems and software	E	✓	
Working knowledge of MS Office suite of applications, including Word, Excel and MS Teams	E	✓	
PERSONAL QUALITIES AND ATTRIBUTES			
Demonstrates integrity, confidence and self-motivation.	E	✓	✓
Strong belief in the Trust's vision and values	E	✓	✓
Commitment to support the Trust's agenda for safeguarding and promoting the welfare of all children and young people and equality and diversity	E	✓	✓
Supportive of the Multi-Academy Trust model and ethos of the Trust	E	✓	✓

ADDITIONAL REQUIREMENTS (Additional individual requirements essential to the role that must be met. These will be assessed by carrying out relevant checks at appropriate stages in the recruitment and selection process).	
Satisfactory Enhanced Disclosure and Barring Service check.	E
Confirmation that the applicant is not on the Children's Barred List.	E
Confirmation that the applicant is not subject to a section 128 direction (section 128 check). A section 128 direction prohibits or restricts an unsuitable individual from participating in the management of an independent school, including academies and free schools.	E
Satisfactory medical clearance.	E
Proof of qualifications.	E
A minimum of two satisfactory references from current and previous employers (or education establishment if not in employment). (In terms of the use of references to assess criteria in the person specification this means that we will use references to validate information provided by an applicant as part of the recruitment and selection process in relation to the requirements of the job).	E
Proof of identity.	E
Right to work in the UK.	E
In addition to the above requirements, where an applicant has lived or worked outside the UK, the following may be required; Satisfactory appropriate overseas checks, including satisfactory overseas criminal record(s) check(s), subject to availability/provision of the information requested from the relevant country.	E