



# QUEEN'S COLLEGE PREPARATORY SCHOOL

## PERSON SPECIFICATION

### MARKETING ASSISTANT

The successful candidate will have the following attributes and competencies:

ATTRIBUTES	ESSENTIAL	DESIRABLE
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>Educated to degree level, or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>Recognised marketing qualification</li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>Evidence of excellent understanding of marketing</li> <li>Good understanding of the independent education sector</li> <li>Good understanding of digital marketing, social media and website content systems</li> <li>Ability to create and manage a budget</li> </ul>	<ul style="list-style-type: none"> <li>Ability to learn how to use new software systems</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>A minimum of 1-2 years marketing experience</li> <li>Experience of planning and delivering marketing initiatives that have positively impacted upon a group or organisation</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working in an independent school's marketing department</li> <li>Event planning / project management experience</li> <li>CMS Experience</li> <li>Experience of managing websites/social media</li> <li>Experience and/or knowledge of video editing and production for website and YouTube stream</li> </ul>
<b>PROFESSIONAL PRACTICE</b>	<ul style="list-style-type: none"> <li>Highly organised, capable of working using initiative and with minimal supervision.</li> <li>Ability to prioritise competing deadlines and work effectively under pressure</li> <li>Meticulous attention to detail and ability to actively question and clarify information</li> <li>Strong interpersonal, written and oral communication skills</li> <li>Excellent proof reading skills</li> <li>Strong ICT skills</li> <li>Outstanding organisational skills</li> <li>Commitment to personal professional development</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<b>PERSONAL QUALITIES</b>	<ul style="list-style-type: none"> <li>The confidence and social skills to represent the school as an ambassador</li> <li>A keen sense of humour and a positive 'can do' attitude</li> </ul>	