

PERSON SPECIFICATION
ADMINISTRATOR/MARKETING ASSISTANT

| Specification | Essential | Desirable |
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| Education/training | <ul style="list-style-type: none"> • Minimum of grade A- C or equivalent at GCSE Maths & English | |
| Experience | <ul style="list-style-type: none"> • Experience of working within a marketing environment • Effective communication skills • Ability to work to tight deadlines • In depth experience of Microsoft applications including; Word, Excel, Outlook, Publisher & PowerPoint | <ul style="list-style-type: none"> • Experience in a school setting |
| Knowledge, Skills and Attributes | <ul style="list-style-type: none"> • Knowledge of digital marketing techniques and social media channels • Knowledge of administrative systems and procedures. • Computer literate with sound working knowledge of MS Office software • Ability to communicate with a range of stakeholders including staff, students and parents • Strong organizational skills • Adaptability • Use of computer systems to record information and generate reports. • Prioritizing and organizing workloads to meet deadlines, cope with interruptions, remain calm under pressure • Flexibility, tolerance and ability to solve problems • To liaise and communicate effectively by telephone, or on an inter-personal level to give/obtain information in a courteous way, and to resolve queries/filter callers where appropriate. • To maintain and update manual and electronic filing systems | <ul style="list-style-type: none"> • SIMS • Web design and management |
| Personal Qualities | <ul style="list-style-type: none"> • Creativity • Using initiative • Ability to work under pressure • Ability to adapt to changing needs and circumstances • Ability to work alone & as part of a team • Sensitivity to the needs of others • Sense of humour | |