



MARKETING AND DIGITAL COMMUNICATIONS ASSISTANT

PERSON SPECIFICATION

The ideal candidate will:

- Demonstrable experience of developing and managing digital channels including social media and websites.
- Have the ability to analyse data to inform content and strategy and present key information in a meaningful way.
- Have excellent copywriting skills and a creative eye to produce high-quality, engaging content for a range of audiences.
- Work with accuracy and attention to detail, as well as excellent organisational skills and the ability to prioritise work effectively.
- Be a team player with a positive, cheerful attitude and a willingness to become involved in the life of the School and engage with a wide variety of people.
- Possess strong IT skills, with experience of website content management and design/editing software. (Adobe packages).
- Have basic video editing experience, to produce clips for use on the School website and social media channels.