



BISHOP CHADWICK CATHOLIC EDUCATION TRUST

PERSON SPECIFICATION

POST TITLE: Communication and Marketing Manager

GRADE: Band 8

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
Educational Attainment	<ul style="list-style-type: none"> NVQ Level 4 qualification in relevant discipline or equivalent relevant experience for the role 	<ul style="list-style-type: none"> Educated to degree level 	<ul style="list-style-type: none"> Application form Certificates
Work Experience	<ul style="list-style-type: none"> Significant marketing and communications experience Experience of developing and managing successful marketing campaigns Experience of writing for different audiences for a variety of different media, including print and digital Digital marketing experience and confidence in using of a range of social media platforms such as Facebook, Twitter, Instagram Experience of successfully building relationships within internal and external stakeholders at all levels Experience of utilising IT systems, including Microsoft Office packages. Experience of preparing reports and presentations Experience of managing a varied workload and working to tight deadlines 		<ul style="list-style-type: none"> Application form Selection tests/ Interview References
Knowledge/ Skills/ Aptitudes	<ul style="list-style-type: none"> Excellent leadership skills Excellent interpersonal skills and organisational skills Excellent numeracy/ literacy skills 	<ul style="list-style-type: none"> Knowledge in performance management systems 	<ul style="list-style-type: none"> Selection Tests/ Interview References

	<ul style="list-style-type: none"> • Strategic thinker and implementation skills • Knowledge of SEO techniques • Knowledge of the Education Sector • Knowledge of Keeping Children Safe in Education • Ability to problem solve and anticipate issues • Ability to lead difficult conversations, contentious issues • Creative thinker with innovative approach • Ability to facilitate meetings • Ability to adapt to the environment or circumstances 		
Disposition	<ul style="list-style-type: none"> • Committed to the Catholic Ethos of the trust • Ability to relate well to children and adults • Able to work under pressure and meet competing deadlines • Personal resilience • Professional and respectful approach • Confident and assertive • Able to maintain confidentiality in line with GDPR requirements • Able to work on own initiative as well as part of a team • Flexible approach to work • Willing to participate in training and development • Able to motivate self and others • Committed to the Principles of Equality and Diversity • Commitment to safeguarding and promoting the welfare of children and young people 		<ul style="list-style-type: none"> • Interview • References
Circumstances	<ul style="list-style-type: none"> • Enhanced DBS clearance • Ability to attend meeting outside of office hours as the post requires • Can meet the travel requirements of the post (multi-site visits where necessary) 		<ul style="list-style-type: none"> • DBS check