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| **Graphical user interface, application  Description automatically generated** | Person Specification |
| **Job Title**  | Digital Marketing Assistant |
| We are seeking a highly motivated and results-driven Digital Marketing Assistant to join our Marketing team at Halesowen College. The ideal candidate will have a passion for social media and all things digital with a willingness to undertake further professional development to support the needs of the team moving forwards. The successful candidate will work with the team in producing the colleges promotional material, marketing campaigns and social media content to ensure our online presence and activities are effective and cutting edge. This is a fantastic opportunity for anyone wishing to grow and develop their digital marketing skills whilst working with a fast paced, forward-thinking team. |

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| **CRITERIA** | **ESSENTIAL** | **DESIRABLE** | **METHOD OF ASSESSMENT** |
| **Qualifications:** |
| Educated to at least Level 3 |  |  | Application Form |
| GCSE Maths & English or equivalent |  |  | Application Form |
| Qualification in Marketing |  |  | Application Form |
| A Level English |  |  | Application Form |
| **Experience and Knowledge:** |
| Working with the Adobe Creative Suite: InDesign, Photoshop and Illustrator |  |  | Application Form Interview |
| IT literate with knowledge of MS Office applications  |  |  | Application Form Interview  |
| Use of digital communication channels, incl. Facebook, Instagram, LinkedIn and YouTube |  |  | Application Form Interview |
| Website optimisation |  |  | Application Form Interview |
| Working in a school/college environment |  | ü | Application Form Interview |
| Preparing and attending organised events |  | ü | Application Form Interview |
| Experience of working with websites, CMS and analytics tools | ü |  | Application Form Interview |
| Experience working with the social media environment | ü |  | Application Form Interview |
| Experience of working as part of a team |  |  | Application Form |
| **Skills and Attributes:**  |
| Knowledge of the Adobe Creative Suite: InDesign, Photoshop and Illustrator |  |  | Application FormInterview  |
| Good eye for design |  |  | Interview |
| Excellent written and oral communication skills and the ability to write for different audiences |  |  | Application Form Interview  |
| High level of accuracy and attention to detail |  |  | Interview  |
| Flexible working  | ü |  | Interview  |
| Organisational skills and ability to work under pressure and to tight deadlines |  |  | Application Form Interview |
| Work as a member of a team, and to own initiative |  |  | Application Form Interview |
| Good working knowledge of current marketing practices and how they should be used |  |  | Application Form Interview |
| An understanding of SEO and social media advertising  |  |  | Application Form Interview |
| Ability to reflect on activities and data to inform future marketing decisions |  |  | Application Form Interview |
| Confidence in dealing with people  |  |  | Application Form Interview |