

CHINGFORD ACADEMIES TRUST
Marketing and Communications Lead Officer
Person Specification

Criteria	Essential (E)	Desirable (D)	Assessed by		
			A/F	I/T	R
Training and Qualifications					
Degree or equivalent	√		√		
CIM or IDM qualification or equivalent		√	√		
Experience					
Experience in a marketing role and some evidence of professional development within marketing	√		√	√	√
Experience of using Microsoft Office, word processing, spread sheet and presentation packages	√		√	√	√
Skills and Knowledge					
Excellent organisational and project management skills		√	√		
Excellent communication skills, including high standards of written communication, grammar and spelling	√		√	√	
Information management skills including a high level of accuracy and attention to detail	√		√	√	√
Excellent organisational and administrative skills	√		√	√	
Ability to take instructions and carry out set duties	√		√	√	
The capacity to work in an orderly and logical way, prioritising and co-ordinating	√		√	√	
Attributes					
Commercial/business awareness Be flexible and open to change Enjoy working in a fast-paced intellectual and stimulating environment	√		√	√	
Communication	√		√	√	

<p>Ability to express your views clearly and concisely both verbally and in writing</p> <p>Good influencing skills</p> <p>Maintain a professional attitude at all times</p>					
<p>Customer Focus</p> <p>Be committed to high quality</p> <p>Always think about how to improve the customer experience</p> <p>Respond to problems and complaints immediately</p> <p>Be able to maintain confidentiality at all times</p>	√		√	√	
<p>Teamwork</p> <p>A good team player who has the ability to get on with tasks and achieve results</p> <p>Think about the needs of others as much as your own and be helpful and support of others and their work</p> <p>Volunteer to help even on work outside of your role</p>	√		√	√	
<p>Initiative</p> <p>Ability to take responsibility for tasks, prioritising and scheduling own work to ensure deadlines are met; prioritising work as new projects come on stream</p> <p>Have self-confidence and deal with setbacks effectively</p> <p>Enjoy taking responsibility</p> <p>Enhance and develop skill and knowledge through own professional development</p> <p>Act as a role model for others</p>	√		√	√	
<p>Planning and Organising</p> <p>Work in an organised way and plan how deadlines will be met</p> <p>Always deliver on schedule and to a high standard</p>	√		√	√	
<p>Achievement/Results Orientation</p> <p>Be committed to success</p> <p>Focus on getting the job done</p>	√		√	√	

Committed to the ethos and aims of the Trust Charter					
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This post is exempt from section 4(2) of the Rehabilitation of Offenders Act, 1974, as the duties give you access to persons who are under the age of 18.

'The amendments to the Exceptions Order 1975 (2013) provide that certain spent convictions and cautions are 'protected' and are not subject to disclosure to employers, and cannot be taken into account. Guidance and criteria on the filtering of these cautions and convictions can be found at the Disclosure and Barring Service website.'

“The Trust as an employer is committed to safeguarding and promoting the welfare of children and young people as its number one priority. This commitment to robust Recruitment, Selection and Induction procedures extends to organisations and services linked to the school on its behalf”. (Ref: Safeguarding Children and Safer Recruitment in Education 2007).

*A - Application Form

I/T – Interview/Test

R - Reference