

Person Specification

It is expected that the successful applicant will have and can demonstrate the following.

Candidate Profile

The successful candidate will join a friendly, collaborative and ambitious Marketing team.

We're looking for someone who:

- Is Digital-First: Naturally tuned into social trends, short-form video, storytelling formats and how content performs across different platforms.
- Is Confident & Collaborative: Comfortable directing pupils and staff for quick shoots, building rapport and working closely with all departments in a warm, professional manner.
- Is Creative & Curious: Always spotting moments others walk past, full of ideas, and eager to experiment with new tools and content styles.
- Is Organised & Self-Motivated: Able to manage multiple priorities, work at pace, and take ownership of their output with pride.
- Is Development Focused: Sees this role as a chance to step forward professionally, building new skills and contributing to a creative, ambitious team.

Experience, Knowledge, Skills

Essential

- Proven experience in a hands-on digital marketing or content-focused role
- Strong understanding of social media trends, with experience creating short-form video content (e.g. Reels, TikTok)
- Confident in capturing and editing photography and short-form video, with an eye for compelling moments.
- Ability to plan content and tell engaging stories across platforms.
- Experience managing social media channels in a professional context
- Excellent written communication skills and attention to detail
- Proficiency with video editing tools eg. Canva, CapCut, InShot or Adobe
- Strong organisational and time management skills, with the ability to manage multiple priorities and meet deadlines
- High digital literacy and confidence in using and learning new platforms and tools
- Confident communicator, able to build relationships and work collaboratively across departments
- Basic Graphic Design skills and familiarity with design software (including Canva)

Desirable

- Experience working within education or a similar environment
- CIM or equivalent marketing/communications qualification.
- Familiarity with using website CMS platforms and SEO principles.
- Knowledge of paid digital campaigns (e.g. Google Ads, Meta Ads)
- Experience working with external suppliers, photographers or videographers

