**Person Specification**

**Design and Communications Officer – June 2022**

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| **Requirements** | **Essential** | **Desirable** |
| **Qualifications** |  | Degree in English / marketing related subject or recognised marketing or Design qualification |
| **Knowledge** | Comprehensive knowledge of Microsoft Office packages (preferably 2016 onward)  Good knowledge of Adobe Photoshop, InDesign & Illustrator.  Working knowledge of CMS websites | Working knowledge of other Adobe software, e.g. Lightroom & Premier Pro.  Experience using email marketing software/applications.  Working knowledge of Wordpress sites  Knowledge of PHP, CSS and HTML. |
| **Experience** | Some website content management experience.  Writing targeted, high quality content for publications. | Some marketing experience within the education sector.  Organising and participating in corporate events. |
| **Skills and Aptitudes required** | Excellent oral and written communication skills.  Ability to identify key issues in a project and to create clear and concise communications copy.  Well-developed literacy skills to assist with proofreading and copy editing.  Ability to communicate effectively with a diverse range of people of all ages and at all levels; good influencing and interpersonal skills.  Meticulous attention to detail and accuracy, with an appreciation of their importance in the work produced.  Able to produce high quality images.  Flair for graphic design and Keen interest in Typography and Design.  Keen photographer a good understanding of composition and basic lighting techniques. | Touch typing ability.  Skilled Photographer with an advanced understanding of composition, off-camera lighting techniques, setting up and assisting external professional photographers during shoots. |
| **Personal Qualities required** | Flexible approach to duties undertaken and working hours.  The ability to work as part of a team as well as on their own.  The ability to work under pressure and prioritise effectively.  Appreciation of the necessity to maintain complete confidentiality at all times.  Well organised with good time management and planning skills.  Initiative. | An interest in education and schools. |