

Person Specification

Student Recruitment & Marketing Officer

SALARY: Grade 5 SCP 5 – 8 £24,790 - £25,992

| | Essential | Desirable |
|---|--|---|
| Qualifications: | <ul style="list-style-type: none"> Minimum of 5 GCSEs (grade A-C) including English & Maths. | <ul style="list-style-type: none"> Level 3 qualification Be educated to degree level or equivalent. |
| Skills: | <ul style="list-style-type: none"> Excellent written and communication skills, including proof-reading. Experience of managing the production of literature, from planning to print. Strong ICT skills. The ability to establish and maintain relationships with staff and students Work as a member of a team as well as independently. Adaptable and able to manage conflicting demands. To communicate effectively, and capable of dealing with internal and external stakeholders at all levels. The ability to meet deadlines. The ability to work with high levels of tact, confidentiality and discretion. | |
| Experience, knowledge and understanding: | <ul style="list-style-type: none"> Have a minimum of 2 years' experience in a similar role. Experience of creating and producing creative campaigns and initiatives. Experience of developing website copy, content and structure. Knowledge of research techniques and statistical analysis. Demonstrable experience and competence of MS Office applications and their practical application. | <ul style="list-style-type: none"> Knowledge of education, and academy developments. |
| Characteristics: | <ul style="list-style-type: none"> Ability to organise events and a willingness to work outside normal hours as and when necessary. Demonstrates a passion for the UTC model and working with young people. A commitment to continuous learning. Must be able to drive and have a willingness to use their own car to travel to/from events and transport students where necessary | <ul style="list-style-type: none"> Willing to drive the minibus |

