



## Digital and communications officer, full time

### Person specification

Training and qualifications	<p><i>Essential</i></p> <ul style="list-style-type: none"> <li>• An undergraduate degree or equivalent experience</li> </ul>
Knowledge and experience	<p><i>Essential</i></p> <ul style="list-style-type: none"> <li>• Experience of working in communications, public relations, marketing or related field</li> <li>• Knowledge of digital marketing strategies</li> <li>• Experience of working with social media and other digital platforms to build audiences</li> <li>• Good knowledge of digital best practice around SEO principles and accessible content production</li> <li>• Knowledge of data protection policies</li> <li>• Use of customer relationship management (CRM) systems to access, store and share information</li> </ul>
	<p><i>Desirable</i></p> <ul style="list-style-type: none"> <li>• Experience of working in arts, education, third sector or membership organisation</li> <li>• Experience of using content management systems (CMS) to write, design and publish website content.</li> <li>• Experience of managing social-media accounts</li> <li>• Experience of designing and delivering email campaigns</li> <li>• An interest or knowledge in current policy changes in education</li> </ul>
Skills	<p><i>Essential</i></p> <ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills</li> <li>• Excellent creative and critical-thinking skills</li> <li>• Ability to exercise good judgement and solve problems quickly and effectively</li> <li>• Excellent organisational and planning skills</li> <li>• Advanced IT skills</li> </ul>
	<p><i>Desirable</i></p>

	<ul style="list-style-type: none"><li>• Proficient in the use of content development, including design apps to create social-media posts, adverts and campaigns</li></ul>
Abilities and attributes	<p><i>Essential</i></p> <ul style="list-style-type: none"><li>• Proactive and solution-focused</li><li>• Ability to manage own workload and prioritise conflicting deadlines with little supervision</li><li>• Ability to work well under pressure</li><li>• Tact, diplomacy and confidentiality</li><li>• Ability to work independently and as part of a team</li><li>• Committed to continual learning and improving, and to embedding diversity, equity and inclusion across everything we do, with an awareness of the implications for the arts and culture in education</li></ul>