

**PERSON SPECIFICATION**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                              |                  |
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| <b>JOB TITLE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Social Media and Website Co-ordinator</b> |                  |
| <b>DEPARTMENT/SECTION</b>                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Communications</b>                        |                  |
| <b>SAFEGUARDING:</b><br><i>Forest School is committed to safeguarding and promoting the welfare of children.</i><br>The postholder will be required to; <ul style="list-style-type: none"> <li>• Complete an Enhanced Disclosure and Barring Check (DBS).</li> <li>• Complete Child Protection Training.</li> </ul> Promote and safeguard the welfare of all children and young persons they are responsible for, or with whom they come into contact. |                                              |                  |
| <b>QUALIFICATIONS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>ESSENTIAL</b>                             | <b>DESIRABLE</b> |
| Educated to a good standard of further education - degree level ideal. Experience in this industry also considered.                                                                                                                                                                                                                                                                                                                                    | ✓                                            |                  |
| Digital Marketing qualification                                                                                                                                                                                                                                                                                                                                                                                                                        |                                              | ✓                |
| <b>EXPERIENCE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                              |                  |
| Experience of content and social media marketing                                                                                                                                                                                                                                                                                                                                                                                                       | ✓                                            |                  |
| Experience of working in a school environment                                                                                                                                                                                                                                                                                                                                                                                                          |                                              | ✓                |
| Experience of managing digital channels                                                                                                                                                                                                                                                                                                                                                                                                                | ✓                                            |                  |
| Experience of digital content planning and creation                                                                                                                                                                                                                                                                                                                                                                                                    | ✓                                            |                  |
| Working knowledge of GDPR                                                                                                                                                                                                                                                                                                                                                                                                                              |                                              | ✓                |
| <b>COMPETENCIES AND SKILLS</b>                                                                                                                                                                                                                                                                                                                                                                                                                         |                                              |                  |
| Keen interest in digital marketing                                                                                                                                                                                                                                                                                                                                                                                                                     | ✓                                            |                  |
| Possess excellent organisational skills and the ability to prioritise                                                                                                                                                                                                                                                                                                                                                                                  | ✓                                            |                  |
| Possess excellent and adaptive copywriting skills                                                                                                                                                                                                                                                                                                                                                                                                      | ✓                                            |                  |
| The ability to use initiative and deliver work with great attention to detail                                                                                                                                                                                                                                                                                                                                                                          | ✓                                            |                  |
| A willingness to try new things, to learn and build on skills to ensure our content is dynamic and evolving                                                                                                                                                                                                                                                                                                                                            | ✓                                            |                  |
| The ability to work independently and as part of a team                                                                                                                                                                                                                                                                                                                                                                                                | ✓                                            |                  |
| Possess the ability to work well under pressure and to successfully multitask projects                                                                                                                                                                                                                                                                                                                                                                 | ✓                                            |                  |
| Support Forest School's culture and ethos                                                                                                                                                                                                                                                                                                                                                                                                              | ✓                                            |                  |