

Post: Marketing and Activities Officer

Person Specification

Qualifications:

Desirable:

General education to degree level

- 1 year's marketing experience, preferably in education
- General office and administrative experience, preferably in education
- experience of organising activities and events
- familiarity with the disciplines of
 - direct marketing
 - advertising
 - marketing communications materials design and production
 - exhibiting
 - new media marketing
 - market research
 - PR

Essential:

- Some experience working in a language school or educational company
- Familiarity with twitter, face-book and Instagram
- GCSEs A-C in Mathematics and English or equivalent
- Clean valid driving license

Skills:

- copy-writing and editing
- web editing
- good interpersonal and communication skills
- time management
- Microsoft Office Intermediate Level
- Use of online survey and bulk email software
- excellent telephone manner
- good communication and numeracy skills
- budget management
- good interpersonal and communication skills

- time management
- efficient and effective use of general office software
- ability to work as part of a team and on own initiative
- attention to detail

Personal Qualities

- energy
- enthusiasm
- self-reliance
- ability and willingness to learn quickly
- ability to function well under pressure
- ability to work in a team
- initiative and quick decision making