

PANGBOURNE

— A community where you can flourish —

DIGITAL MARKETING EXECUTIVE – PERSON SPECIFICATION

Pangbourne College is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment.

Job Title: Digital Marketing Executive Department: Marketing / External Relations			
Qualifications	Essential	Desirable	Method of assessment
Educated to Degree Level or suitable equivalent in marketing, media or communications	★		Application form Interview
Skills and Experience	Essential	Desirable	Method of assessment
Previous experience running multiple social media channels, professionally or personally	★		Application form Interview References Assessment exercise
Experience gained in a professional marketing capacity	★		
Knowledge of website content management systems, and experience of running a website (professionally or personally)	★		
Demonstrable experience in videography, photography and design Experience using Adobe Creative Suite (Photoshop / InDesign) and other design / visual editing software would be useful	★		
Demonstrable experience of running live and online events (professionally or personally)	★		
Affinity with Pangbourne's core values	★		
A creative flair and understanding of what makes people respond to marketing communications	★		
Knowledge of SEO and PPC marketing	★		

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Excellent IT skills, especially with Google suite, Microsoft Office and PDF editing	★		
Experience working on, designing or managing a corporate or organisational website	★		
High level of written English and an ability to communicate to all stakeholders in a professional and timely manner	★		
High administrative and organisational skills	★		
Excellent attention to detail and accuracy in proofreading	★		
Ability to work under your own initiative with minimal supervision	★		
Ability to prioritise your workload	★		
Ability to set and work within an agreed budget	★		
Experience of marketing within a charity, independent school or university would be useful but not essential		★	
Experience of working with databases would be useful but not essential		★	
Be familiar with working to compliance standards (ISI, Ofsted, Tier 4)		★	

Personal Qualities	Essential	Desirable	Method of assessment
Outgoing, positive attitude	★		Interview
Desire to build positive relationships with all stakeholders	★		Assessment exercise
Desire to work for the good of a team	★		
Comfortable with suggesting and devising new ways of working if necessary	★		
Ability to bring people along, encouraging non-marketing staff to engage with marketing activities	★		

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Interest in working in a school environment	★		
Ability to work under pressure	★		
Ability to work outside normal office hours / weekends / evenings and to travel to events	★		
Fun personality, character, hard worker, professional, patient, empathic, resilient, willingness to listen	★		
Diplomatic, calm and patient with the ability to manage challenging people	★		
Special requirements	Essential	Desirable	Method of assessment
Promoting and safeguarding the welfare of children	★		
Compliance with Pangbourne College's Child Protection and Safeguarding Policy	★		
Current driving licence	★		