

Stratford upon Avon School

Marketing Manager

Person Specification October 2026

Please read this Person Specification carefully as it will be used to assess candidates as part of the short list and selection process. The recruiting team will be looking for candidates who most closely match the following:

	Essential	Desirable	Evidence base
Qualifications	A good general education to at least A Level standard, including GCSE Maths and English at grade C or above (or equivalent)	Marketing related degree or similar qualification	Application form.
Skills and Experience	- Experience of developing and delivering marketing and communications strategies - Experience of digital marketing, website management and social media management. - Experience of content creation, including written, photographic and visual content. - Experience of managing websites, social media and email communications as part of a broader communications programme. - Experience of managing projects and coordinating events. - Experience of creating visual and multimedia content, including photography, image editing and video creation/editing.	- Experience working within education, public sector or charitable organisations. - Experience using Adobe Creative Suite, Canva or similar design software. - Experience of CRM or admissions management systems. - Understanding of school website compliance requirements and education-sector communications. - Track record of successful press release creation	Application, references and selection process.
Key competencies and aptitudes	- Excellent written and verbal communication skills. - Discretion and confidentiality - Strong practical skills in photography, image editing and video production/editing - Strong analytical skills with experience of using data to evaluate performance. - Ability to build effective relationships with a wide range of stakeholders. - Initiative, common sense and patience - Strong organisational and budget management skills. - Adaptability/ thrives on change - Able to work to competing deadlines	- PR crisis management - Understanding of SEO, paid digital advertising and audience targeting. - Knowledge of accessibility, copyright, data protection and consent considerations relating to communications and content. - Understanding of the particular communications, recruitment and reputational considerations of a school or education setting.	Application, references and selection process.
Professional development	A willingness to attend training for specific aspects of the job and for generic school-based development.	Experience of putting skills acquired through training into practice.	Application, references
Other information	- Share the ethos of the school. - Displays commitment to the protection and safeguarding of children and young people - Post subject to Enhanced DBS check	Willingness to co-ordinate and take part in whole school activities.	Application, references and selection process.

The school is committed to safeguarding and promoting the welfare of the children and young people and expects all staff and volunteers to share this commitment