



Marketing Lead (Kent) - Person Specification

Description	Essential	Desirable	Evidence
Experience	An experienced, generalist marketer with hands-on experience across a broad mix of activity, including: • print and production • digital marketing and websites • social media and content production • campaigns and communications • events and exhibitions • communications Experience managing multiple projects and stakeholders at the same time. Experience briefing and working with external suppliers Confident working within established brand guidelines while delivering creative, engaging local output. Experience in independent education, specialist settings or multi-site organisations is advantageous.		Application Form Interview Process References

Qualifications and / or Training	Driving Licence Relevant and current Marketing qualification	Degree in relevant professional qualification	Application Form Any Certificates of Qualification & Training
Special Knowledge & Abilities	Highly organised and comfortable juggling competing priorities. Confident switching between strategy and delivery. Strong relationship-builder, able to work positively with Heads, school teams and central colleagues. Practical, solutions-focused and comfortable working in environments where marketing resource has historically been limited. Commercially aware, with a careful approach to budgets and value for money. Clear, warm communicator with strong written and verbal skills.	Knowledge of EHCP processes and SEND Code of Practice Understanding of SEN categories and therapeutic provision Knowledge of independent or specialist education sectors	Application Form Interview Process References
Personal Qualities & Attributes	Energetic, enthusiastic and enjoys variety. Patient, supportive and motivated by helping others succeed. Creative, but understands the importance of consistency and brand integrity. Values-led, with a genuine interest in education and impact.	Willingness to engage in continuous professional development and work without a network of admissions leads to drive admissions for Kent Cavendish schools	References Interview Process

