

## Person Specification

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

	<b>Essential</b>  These are qualities without which the Applicant could not be appointed	<b>Desirable</b>  These are extra qualities which can be used to choose between applicants who meet all of the essential criteria	<b>Method of assessment</b>
<b>Qualifications</b>	<p><i>The professional, technical or academic qualifications that the Applicant <b>must have</b> to undertake the role or the training that they <b>must have</b> received</i></p> <ul style="list-style-type: none"> <li>Well-educated</li> </ul>	<p><i>The professional, technical or academic qualifications that the Applicant <b>would ideally have</b> to undertake the role or the training that they <b>should ideally have</b> received</i></p> <ul style="list-style-type: none"> <li>Professional qualification in marketing</li> <li>A degree</li> </ul>	Production of the Applicant's certificates
<b>Experience</b>	<p><i>The categories of work or organisations, types of achievements and activities that would be likely <b>to predict</b> success in the role.</i></p> <ul style="list-style-type: none"> <li>No previous experience</li> </ul>	<p><i>The categories of work or organisations, types of achievements and activities that would be likely <b>to contribute to</b> success in the role.</i></p> <ul style="list-style-type: none"> <li>Marketing and sales</li> </ul>	Contents of the Application Form  Interview  Professional references
<b>Skills</b>	<p><i>The skills <b>required</b> by the Applicant to perform effectively in the role.</i></p> <ul style="list-style-type: none"> <li>Good time management and organisation skill</li> <li>Good communication skills, especially verbal, and the ability to explain benefits of education at Ashbourne</li> <li>Good listening skills</li> <li>Can handle pressure</li> <li>Good time management skills</li> <li>Collaborative team player</li> <li>General IT proficiency and MS Office (Word, Excel etc)</li> </ul>	<p><i>The skills that would <b>enable</b> the Applicant to perform effectively in the role.</i></p> <ul style="list-style-type: none"> <li>IT (FileMaker)</li> <li>Interpersonal skills</li> <li>Dynamic self-starter</li> <li>Writing for marketing materials and social media</li> </ul>	Contents of the Application Form  Interview  Professional references
<b>Knowledge</b>	<p><i>The knowledge <b>required</b> by the Applicant to perform effectively in the role.</i></p> <ul style="list-style-type: none"> <li>Marketing</li> </ul>	<p><i>The knowledge that would <b>enable</b> the Applicant to perform effectively in the role.</i></p> <ul style="list-style-type: none"> <li>Understanding of the operations of Sixth form education</li> <li>Good understanding of sales</li> <li>Good understanding of private education in the UK</li> <li>Social media platforms</li> </ul>	Contents of the Application Form  Interview  Professional references

<p><b>Personal competencies and qualities</b></p>	<p><i>The personal qualities that the Applicant <b>requires</b> to perform effectively in the role and to ensure that the Applicant safeguards and promotes the welfare of children and young people</i></p> <ul style="list-style-type: none"> <li>• Quick learner</li> <li>• Motivation to work with children and young people</li> <li>• Ability to form and maintain positive relationships with external parties, other staff members, students, parents and suppliers</li> <li>• Working under pressure</li> </ul>	<p><i>The personal qualities that would <b>assist</b> the Applicant to perform effectively in the role.</i></p> <ul style="list-style-type: none"> <li>• Work in a team as a leader and a follower</li> <li>• Flexible and adaptable approach</li> <li>• Someone who has energy, ambition and enjoys working with people</li> </ul>	<p>Contents of the Application Form</p> <p>Interview</p> <p>Professional references</p>
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