



Admissions and Communications Officer: Person Specification

Factor	Essential	Desirable	Method of assessment
Safeguarding children			
Committed to ensuring all pupils in our school are kept safe	✓		Application Form Interview
Enhanced DBS check	✓		Pre-employment checks
Knowledge of safeguarding practice in a school (see DFE: Keeping children safe in education)	✓		Application Form/Interview
Equal opportunities			
Committed to ensuring that all members of our school community can achieve excellence	✓		Application Form/ Interview
Qualification and experience			
Good standard of general education, including GCSE English and Maths (or equivalent).	✓		Application Form
Evidence of ongoing professional development in administration, communication, or customer service.		✓	Application Form
Willingness to undertake training in SIMS, communication systems, safeguarding, GDPR and website/social media management.	✓		Application Form
Qualification in administration, marketing, communications, or a related field.		✓	Application Form/Interview
Experience in a busy administrative or customer-facing environment.	✓		Application Form/Interview
Experience managing data accurately and maintaining confidential records	✓		Application Form/Interview
Experience producing written communications such as newsletters, letters, or website content.	✓		Application Form/Interview
Experience using digital platforms, social media, or online communication tools.	✓		Application Form/Interview
Experience in school admission and school meals processes, or attendance systems.		✓	Application Form/Interview
Experience coordinating events, community engagement activities, or PTA-style groups.		✓	Application Form/Interview

Experience using SIMS or similar MIS systems.		✓	Application Form/Interview
Knowledge and Skills			
Strong organisation and prioritisation skills with the ability to manage multiple tasks	✓		Application Form/Interview
Excellent written and verbal communication.	✓		Interview
Good digital literacy, including Microsoft Office, websites, email, and social media.	✓		Application Form/ Interview
Ability to maintain accurate records and handle data responsibly.	✓		Application Form Interview
Understanding of confidentiality, GDPR, and safeguarding responsibilities.	✓		Application Form/ Interview
Ability to build positive relationships with parents, staff, children, and external partners.	✓		Application Form Interview
Strong attention to detail, particularly when handling administrative processes	✓		Application Form Interview
Ability to work independently and use initiative while also being an effective team member.	✓		Application Form Interview
Knowledge of community engagement strategies and marketing approaches for schools.		✓	Application Form Interview
Personal Qualities			
Commitment to own improvement through professional development / further study	✓		Application Form Interview
Professional, approachable, and calm, with the ability to manage busy situations effectively.	✓		Application Form Interview
Reliable, flexible, and responsible, with a willingness to support wider school operations.	✓		Application Form Interview
Commitment to the school's ethos, values, and inclusive culture.	✓		Application Form Interview
Enthusiastic about supporting families and contributing to a positive school community.	✓		Application Form Interview