



## Social Media Administrator - Person Specification

Criteria		Evidence	Scoring Method
Qualifications and experience	Good Standard of Education including English and Literacy (Level 2 or equivalent standard)	A	Pass/Fail
	Experience of working in a school environment (preferred but not essential)	A/I	Numerical Scale
	Demonstrable experience of managing social media, using photography and video editing skills	A/I	Numerical Scale
Knowledge and Skills	Excellent ICT skills including a good working knowledge of Microsoft 365 Applications i.e. Word, Excel, Outlook, Teams, and the ability to use design software to create visual content (e.g. Adobe Products)	A/I	Numerical Scale
	Good interpersonal skills to engage with a variety of stakeholders (e.g. staff, pupils, external agencies etc)	A/I	Numerical Scale
	Demonstrable effective communication skills (both orally and in writing), with an understanding of how to tailor content for different audiences	A/I	Numerical Scale
	Knowledge of and familiarity with analytics tools to measure social media impact	A/I	Numerical Scale
	Creative mindset with the ability to produce visually appealing content	A/I	Numerical Scale
	Understanding of current trends in social media and culture	A/I	Numerical Scale
	Understanding of digital marketing principals relevant to schools	A/I	Numerical Scale
Values and Behaviours	<b>Trust</b> Acts in a reliable, consistent, credible, honest, humble, courageous manner. Manages emotions and helps others to do the same. Keeps promises and does what they say they will.	I	Numerical scale
	<b>Wisdom</b> Developing knowledge and expertise, then sharing that knowledge Learning from mistakes and failures and admitting when we are wrong. Seeing systems and processes as ways to fulfil our purpose, removing or changing them if they fail in that.	I	Numerical Scale
	<b>Service</b> Puts themselves in the service of others. Reduces stress and anxiety in the organisation by modelling calm and considerate behaviour. behaves in a dutiful way, demonstrating humility and self-control. Removes barriers to enable others to do their jobs well	I	Numerical scale
	<b>Optimism</b> Believes in their own ability, and the ability of others. Calls out negativity, cynicism and dishonesty. Remains positive and encouraging, helping others to overcome challenges and celebrating their success.	I	Numerical scale

A = Application (inc. supporting letter), I = assessed during Interview Day(s)

*TEAL is committed to safeguarding and promoting the safety and welfare of children and young people and expects all staff to share the commitment. All appointments will, therefore, be subject to a satisfactory Enhanced Level Disclosure and Barring Service Clearance as well as all other relevant pre-employment vetting checks.*