

## PERSON SPECIFICATION

### H669 – Marketing Officer

Specification Type	Additional/changed requirements	E/D	Measure
<b>Personal Skills</b>	Passion for providing excellent customer service	E	1, 3
<b>Personal Skills</b>	Understanding how to analyse digital media with the ability to interpret data and to put actions in place to improve upon the findings.	E	1, 3
<b>Personal Skills</b>	Excellent presentation skills with ability to engage and impart knowledge to an audience.	E	1, 3
<b>Personal Skills</b>	Develop partnerships by having the ability to convince people and organisations of the benefits of working together.	E	1, 3
<b>Personal Skills</b>	An understanding of reporting tools, such as dashboards, to add relevant customer usage detail to report writing.	E	1, 3
<b>Personal Skills</b>	Ability to write and present reports	D	1, 3
<b>Personal Skills</b>	Ability to quickly adapt to changing work circumstances e.g. new software; different approaches to problem solving.	E	1, 3
<b>Personal Skills</b>	Ability to use initiative and make positive decisions	E	1, 3
<b>Personal Skills</b>	Ability to direct other members of staff	E	1, 3
<b>Personal Skills</b>	Ability to plan, manage and measure work	E	1, 3
<b>Personal Skills</b>	Ability to work within a team	E	1, 3
<b>Personal Skills</b>	Ability to deliver to tight deadlines	E	1, 3
<b>Personal Skills</b>	Ability to communicate effectively with various parties in all formats	E	1, 3
<b>Personal Skills</b>	Organisational skills	D	1, 3
<b>Personal Skills</b>	Personal credibility	D	1, 3
<b>Personal Skills</b>	Tact and diplomacy	D	1, 3
<b>Personal Skills</b>	Negotiation skills	D	1, 3
<b>Experience</b>	Demonstrable digital marketing experience and knowledge	E	1, 4
<b>Experience</b>	Ability to lead and motivate a team	E	1,4
<b>Experience</b>	Experience of teaching people new skills	E	1,4
<b>Experience</b>	Demonstrable experience and creative with a range of media	E	1, 2, 4
<b>Attainments/ Qualifications</b>	Educated to degree level with a Media/Communications related degree or equivalent qualifications.	E	1,4
<b>Knowledge</b>	Creative use of language to capture the attention of the target audience.	E	1, 3
<b>Knowledge</b>	Budget management	D	1, 3
<b>Knowledge</b>	An awareness of the General Data Protection Regulations	D	1, 3

<b>Specification Type</b>	<b>Additional/changed requirements</b>	<b>E/D</b>	<b>Measure</b>
<b>Special Requirements</b>	Work flexibly (including hours and location) to ensure effective service delivery. Work until the job is completed	E	3
<b>Special Requirements</b>	To hold a current driving licence – for any disabled applicants, suitable alternative arrangements can be agreed, if necessary.	E	1
<b>Special Requirements</b>	An interest in social media.	E	1, 3
<b>Special Requirements</b>	Experience and understanding of business issues in relation to a competitive marketplace	D	1, 3

**Car Allowance:**

This post carries a designated car user status.

**E/D:**

Essential (E)

Desirable (D)

**Measure:**

1. Application form
2. Test after shortlisting
3. At interview
4. Documentary evidence
5. Other [please specify]