

PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

Job Title: Marketing Officer

Department: Marketing & Communications

	Essential	Desirable	Tested by Application Form/Interview/Test
Knowledge, Education, Qualifications and Training Educated to degree level or have relevant equivalent professional experience.	X		Application form
Skills and Abilities Exceptional level of attention to detail and accuracy Excellent organisational and time management skills Proven experience of engaging effectively with a range of stakeholders (internal and external) at all levels Ability to work independently and as a committed team member Excellent written and verbal communication skills	X X X X X		Application form, task Application form, interview Application form, interview Interview Interview
Experience Experience of planning and delivering marketing activity across the full range of disciplines, including paid, earned and owned, and an understanding of the role each one plays. Previous experience in a professional marketing or communications environment	X X X		Application form, interview Application form

Previous experience of creating and/or delivering communications plans and campaigns	X		Application form, interview
Experience of briefing, and managing relationships, with third party agencies	X		Application form, interview
Experience of contributing to digital channels	X		Application form, interview
Experience of using analytics tools or insights to inform colleagues and digital communications activity.	X		Interview
Experience of communicating effectively with different audiences, particularly in writing	X		Application form, interview, task
Experience of creating engaging audiovisual content for target audiences (directly or via commission)	X		Application form, interview
Experience of facilitating design and print production processes.		X	Interview
A personal interest in or affinity with the social sciences			Application form, interview
Other requirements			
Ability to undertake occasional out-of-hours work.	X		Interview