

## 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 and Communications

	Essential	Desirable	Tested by Application Form/Interview/Test
<b>Knowledge, Education, Qualifications and Training</b>			
Educated to degree level or have relevant equivalent professional experience.	X		Application form
<b>Skills and Abilities</b>			
Exceptional level of attention to detail and accuracy	X		Application form, task
Excellent organisational and time management skills	X		Application form, interview
Proven experience of engaging effectively with a range of stakeholders (internal and external) at all levels	X		Application form, interview
Ability to work independently and as a committed team member	X		Interview
Excellent written and verbal communication skills	X		Interview
<b>Experience</b>			
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	X		Application form, interview
Previous experience in a professional marketing or communications environment	X		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		X	Application form, interview
<b>Other requirements</b>			
Ability to undertake occasional out-of-hours work.	X		Interview