

**PERSON SPECIFICATION**

**Job Title: Marketing Executive**

**Person Specification prepared by: Amy Smith**

|  |  |  |  |
| --- | --- | --- | --- |
| **ATTRIBUTES** | **ESSENTIAL** | **DESIRABLE** | **HOW IDENTIFIED** |
| **Relevant Experience** | Previous experience in a marketing role (minimum 2 years). | Experience of website CMS systems (such as expression Engine).  Working knowledge of InDesign.  Experience of using social media in a business context. | Application form  Interview |
| **Education and Training** | Degree level qualification which includes marketing. | Marketing degree or CIM qualification. | Certification |
| **Skills** | Outstanding written and oral communication skills  Strong time management and organisational skills, with proven experience in meeting deadlines.  Ability to use initiative appropriately.  Team player.  Good interpersonal skills.  Attention to detail.  Flexible approach | Business writing skills.  Creative and design skills. | Application form  Interview  References |
| **Additional Factors** | Ability to provide proof of previous 5 years of employment history and/or non-employment history for mandatory vetting purposes. |  | Interview |