

PERSON SPECIFICATION

Digital Content Officer, External Relations

Vacancy Ref: 0878-24

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| **Criteria** | **Essential/ Desirable** | **\* Application Form/ Supporting Statements/**  **Interview** |
| Educated to degree level or equivalent professional experience | Essential | Application Form |
| Demonstrable experience of creating and implementing digital content strategies to meet objectives | Essential | Supporting Statements/Interview |
| Demonstrable experience of designing and writing copy for new web pages and maintaining existing web information to remain up to date and fully optimised | Essential | Supporting Statements/Interview |
| Demonstrable experience of web trouble shooting, monitoring and analysing data, statistics and performance measurements related to web and advertising activities, including evaluating ROI and making recommendations for future campaign strategy | Essential | Supporting Statements/Interview |
| Excellent written and verbal communication skills with a high attention to detail | Essential | Supporting Statements/Interview |
| Demonstrable experience of managing, commissioning and  creating the production of digital content such as graphics,  video and photography for a range of audiences and channels | Essential | Supporting Statements/Interview |
| Demonstrable experience of planning effective advertising campaigns that meet strategic objectives and creation of the relevant content assets | Essential | Supporting Statements/Interview |
| In depth understanding of digital marketing techniques and  platforms | Essential | Interview |
| Experience of providing outstanding client service to internal stakeholders including planning, developing, implementing and reporting on content projects to  achieve objectives | Desirable | Interview |
| Understanding of web and marketing industry standards  such as web design, web accessibility, ASA and CMA and GDPR | Desirable | Supporting Statements/Interview |
| Experience of using software such as Wordpress, Adobe Creative Cloud, Campaign Monitor | Desirable | Supporting  Statements/ Interview |

* **Application Form** – assessed against the application form, curriculum vitae and letter of support. Applicants will not be asked to answer a specific supporting statement. Normally used to evaluate factual evidence eg award of a qualification. Will be “scored” as part of the shortlisting process.
* **Supporting Statements** - applicants are asked to provide a statement to demonstrate how they meet the criteria. The response will be “scored” as part of the shortlisting process.
* **Interview** – assessed during the interview process by either competency based interview questions, tests, presentation etc.