**PERSON SPECIFICATION**

**CREST Marketing Communications Officer**

**Vacancy Ref: 1473-24**

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| **Criteria** | **Essential/ Desirable** | **Application Form / Supporting Statements/ Interview \*** |
| Degree Qualification in relevant area (Design, Art, Marketing) | Desirable | Application form |
| Experience of formatting documents in Adobe InDesign. An ability to present pre-prepared content in a striking and accessible design. | Essential | Supporting Statements/ Application form / Interview |
| Experience of planning and delivering print-ready resources e.g., magazines/flyers/postcards/roller banners etc. | Essential | Supporting Statements/ Application form / interview |
| The ability to identify images to accompany and enhance the presentation of information in an accurate and appropriate format. | Essential | Supporting Statements/  |
| Experience in creating digital content e.g., videos, podcasts, web content. | Desirable | Supporting Statements/  |
| Effective IT and trouble-shooting skills, especially in Microsoft software (Word, Excel, PowerPoint) and Adobe (Essential InDesign, desirable Illustrator, Photoshop, After Effects, Premiere Pro). | Essential | Supporting Statements/ Application form / Interview |
| An ability to add content to websites using Content Management Systems (CMS) (e.g., familiarity with WordPress or website builders). | Essential | Supporting Statements/ Interview |
| Experience of developing, executing, and evaluating marketing communications plans. E.g., creating web content/Newsletters/social media campaigns/ | Desirable | Supporting Statements/ Application form /  |
| Experience in prioritising tasks effectively in order to meet competing deadlines, with a proactive approach to managing workload.  | Essential | Supporting Statements/ Interview |
| Knowledge of new and emerging digital marketing tools and platforms. | Essential | Supporting Statements |
| Excellent interpersonal skills and ability to work in a team and have a flexible approach to work. | Essential | Interview |
| Excellent copywriting skills with close attention to detail. | Essential | Supporting Statements |
| Experience of liaising with internal and external stakeholders and incorporating feedback into work. | Desirable | Supporting Statements/ Interview |
| Experience of communicating research into practical and policy-focused recommendations would be an advantage. | Desirable | Supporting Statements |

* **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.