

PERSON SPECIFICATION
Marketing, Communications and Design Assistant
Vacancy Ref: N1940

Criteria	Essential/ Desirable	Application Form / Supporting Statements/ Interview *
Effective numeracy, literacy IT skills	Essential	Application Form/ Interview
Excellent copy writing	Essential	Supporting Statements
Excellent design skills and experience of using InDesign or similar software	Essential	Supporting Statements
Experience of using social media to communicate with a variety of stakeholders	Essential	Supporting Statements/ Interview
Experience of developing and maintaining websites using a Content Management System (such as T4 or WordPress)	Essential	Supporting Statements/ Interview
Ability to prioritise workload to meet competing deadlines	Essential	Supporting Statements/ Interview
Ability to work in a team and have a flexible approach to work	Essential	Supporting Statements/ Interview
Understanding of and commitment to issues in sustainable development, especially with regard to the Arctic	Desirable	Application Form/Interview
Experience of working with a geographically diverse group of stakeholders from a variety of organisations.	Desirable	Supporting Statements/Interview
Experience of capturing video content and editing raw footage	Desirable	Supporting Statements/ Interview
Understanding of external fundraising, including the use of crowdfunding platforms	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.