



**European Union**

European Regional  
Development Fund



**PERSON SPECIFICATION**  
**Marketing & Events Officer**

Criteria	Essential/ Desirable	Application Form Supporting Statements, Interview
Experience working in a marketing environment	Essential	Supporting statements
Undergraduate degree in Marketing or business related subjects or relevant experience	Essential	Application form
Experience of co-ordinating events	Essential	Supporting statements
Experience of co-ordinating a busy and varied workload and the ability to work without close supervision and to help set own performance targets	Essential	Supporting statements
Excellent working knowledge of standard computer packages including: Excel, Word, Outlook and the Internet	Essential	Interview
Excellent organisational skills	Essential	Supporting statement/interview
Experience of briefing creative agencies or designers for the creation of marketing communications, which may include electronic or physical communications	Essential	Supporting statement/interview
Experience of co-ordinating a busy and varied workload and the ability to work without close supervision and to help set own performance targets	Essential	Supporting statement
Accuracy and very close attention to detail	Essential	Interview
The willingness and ability to work flexibly and adapt to changing priorities and timescales	Essential	Interview
Excellent team working skills	Essential	Interview
Experience of working with European funded projects	Desirable	Interview
Experience of working with SMEs (Small and medium sized enterprises) or healthcare organisations	Desirable	Supporting statements
Experience of working with CRM systems such as Microsoft Dynamics	Desirable	Interview

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- **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 or presentation etc.