

PERSON SPECIFICATION
Marketing and Communications Co-ordinator
Vacancy Ref: N2016

Criteria	Essential/ Desirable	Application Form/ Supporting Statements/ Interview *
Educated to degree level or hold an equivalent qualification in marketing with relevant and recent marketing experience.	Essential	Application Form
Team player, proactive, confident and enthusiastic attitude.	Essential	Interview
Excellent interpersonal communication skills including face-to-face, telephone, digital and written communications.	Essential	Supporting Statements/ Interview
Ability to provide effective administration with attention to detail.	Essential	Supporting Statements/interview
Ability to work under pressure, prioritise and plan time effectively to meet tight deadlines.	Essential	Supporting Statements/ Interview
Experience of using social media to engage and communicate effectively.	Essential	Supporting Statements/ Interview
Experience of using Content Management Systems to update and maintain websites.	Desirable	Supporting Statements/ Interview
Experience of briefing creative agencies or designers for the creation of marketing communications, which may include digital or print communications.	Desirable	Supporting Statements/ Interview
Knowledge of design software such as InDesign, Photoshop, Mailchimp, Campaign Monitor or similar.	Desirable	Application form/supporting statements

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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.