

PERSON SPECIFICATION
Marketing Officer – Greater Innovation for Smart Materials Optimisation
Vacancy Ref: N2331

| Criteria | Essential/ Desirable | * Application Form/ Supporting Statements/ Interview |
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| Qualification in marketing and/or experience of working in marketing | Essential | Application Form |
| Experience of writing and developing high quality written content for digital and offline channels, e.g. flyers, magazines, brochures, events materials, e-newsletters | Essential | Application Form/Supporting Statements/Interview |
| Excellent literacy and numeracy skills, with close attention to detail and accuracy | Essential | Supporting Statements/Interview |
| Experiences of planning and co-ordinating events e.g. workshops and conferences, and managing a busy and varied workload with competing deadlines | Essential | Application Form/Supporting Statements/Interview |
| Excellent working knowledge of MS Office applications, including Excel, Word and Outlook | Essential | Supporting Statements/Interview |
| Excellent communication skills including face-to-face, telephone, electronic and written communications, including the ability to present information in an appropriate format | Essential | Supporting Statements/Interview |
| Experience of social media platforms, and their use for successful engagement with key audiences | Essential | Supporting Statement /Interview |
| Experience of working with software such as InDesign, Photoshop, Mailchimp, Campaign Monitor, Eventbrite, or similar. | Desirable | Application Form/Interview |
| Experience of working with SMEs (Small and Medium Sized enterprises) or corporate clients, | 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 e.g. 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.

