

PERSON SPECIFICATION

Marketing Assistant

Vacancy Ref: N2676

Criteria	Essential/ Desirable	Application Form / Supporting Statements/ Interview *
Can demonstrate appropriate desire and interest in working with students, graduates and employers to support Careers and Employability objectives	Essential	Application form/Supporting statement /Interview
Can demonstrate (with examples), experience of marketing, design and administrative processes in a busy office environment.	Essential	Supporting Statements
Can demonstrate (with examples) the ability to present information in an accurate and appropriate format.	Essential	Application Form/Interview
Strong experience of Microsoft Office software, Adobe Creative Suite and a wide range of communication channels including social media platforms and tools.	Desirable	Interview/Test
Demonstrate how and when you have delivered excellent customer care including experience of dealing with a range of customer queries/concerns in a professional manner.	Essential	Supporting Statements/ Interview
Experience with examples of when you have had to prioritise your workload to meet competing deadlines without close supervision.	Essential	Supporting Statements/ Interview
Experience of updating web pages through a Content Management System and creating and updating visually appealing marketing materials through different channels including social media such as twitter, Instagram, Facebook and emerging technologies.	Desirable	Interview
Ability to work in a team with a calm and professional manner and a flexible approach to work.	Essential	Interview
Can share examples of experience of managing tasks in the workplace, other peoples' busy diaries, a team or events.	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 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.