

GROUNDWORK

CHANGING PLACES
CHANGING LIVES



JOB TITLE: Lead Marketing Engagement Officer

Factor	Criteria No	Criteria	Ranking	Criteria to be tested by... mark as appropriate)						
			(Essential/ Desirable)	Application Form	Interview	Presentation	Practical Exercise	Work Simulated Test	Certificate	
General	1	Good standard of education to GCSE equivalent, particularly English and Mathematics	E	X						X
	2	Marketing or Public Relations related qualification	D	X	X					
Knowledge	3	Significant experience of physical & online marketing with knowledge of developing and implementing engagement strategies in line with Programme visions	E	X	X	X				
	4	Outstanding communication skills and an ability to liaise effectively with colleagues and a wide variety of stakeholders	E	X	X	X				
	5	Graphic design experience using design programmes (e.g. Canva, Adobe)	D	X	X					
	6	Excellent computer literacy skills, including experience of Microsoft Office and online email campaign systems (i.e. Mailchimp)	E	X	X	X				
	7	Experience of dealing with the media including handling queries, writing press releases and generating positive media coverage	E	X	X					
	8	Confident using multiple social media channels, (i.e. Twitter, Facebook), managing websites and their content to plan, manage and implement campaigns, analysing results	E	X						

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	9	Ability to lead on delivery of a marketing strategy, turning into tactical plans to deliver targets on time and on budget	D	X					
	10	Expearence of producing & delivering presentations to a wide range of groups to include stakeholders & other referral sources	E	X	X	X			
	11	An excellent understanding of general administration procedures, use of general office equipment and understanding of electronic and manual filing systems	E	X	X				
Personal Skills	12	Excellent organisational skills to ensure an effective and efficient administration service	E	X	X				
	13	Good communication skills (both written and verbal) to support the organisation's objectives, dealing with people at all levels	E	X	X	X			
	14	Ability to work as both part of a team, and on own initiative, only referring matters upwards as necessary	E	X	X				
	15	Ability to achieve targets and deadlines whilst still maintaining quality	E	X	X				
Additional Requirements	16	A commitment to Equal Opportunities and Diversity in all work practices	E	X	X				
	17	Full Driving Licence	E	X					
	18	An appreciation and commitment to Health and Safety issues in the workplace	E	X	X				