

# GROUNDWORK

CHANGING PLACES  
CHANGING LIVES



## European Union

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Social Fund



### PERSON SPECIFICATION

JOB TITLE: Marketing Officer - Routes to Low Carbon Jobs

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				X
Experience	1	Significant experience of marketing with knowledge of developing and implementing marketing & communications strategies in line with Programme visions	E	X	X				
	2	Outstanding communication skills and an ability to liaise effectively with colleagues and a wide variety of stakeholders	E	X	X				
	3	Graphic design experience using design programmes (e.g. Canva, Adobe)	E	X	X				
	4	Excellent computer literacy skills, including experience of Microsoft Office Suite and online email campaign systems (i.e. Mailchimp)	E	X	X				
	5	Experience of dealing with the media including handling queries, writing press releases and generating positive media coverage	E	X					
	6	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					
	7	Ability to lead on delivery of a marketing strategy, turning into tactical plans to deliver targets on time and on budget	E	X					

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<b>Knowledge</b>	1	A sound understanding of general administration procedures, use of general office equipment and understanding of electronic and manual filing systems	E	X	X				
<b>Personal Skills</b>	1	Excellent organisational skills to ensure an effective and efficient administration service	E	X	X				
	2	Good communication skills (both written and verbal) to support the organisation's objectives, dealing with people at all levels	E	X	X				
	3	Ability to work as both part of a team, and on own initiative, only referring matters upwards as necessary	E	X	X				
	4	Ability to achieve targets and deadlines whilst still maintaining quality	E	X	X				
<b>Additional Requirements</b>	1	A commitment to Equal Opportunities and Diversity in all work practices	E	X	X				
	2	Full Driving Licence	E	X					
	3	An appreciation and commitment to Health and Safety issues in the workplace	E	X	X				