

GROUNDWORK

CHANGING PLACES
CHANGING LIVES



JOB TITLE: Marketing & Events Assistant

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
Experience	1	Proven experience in marketing, communications, or public relations, preferably within the non-profit or charity sector.	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	Familiarity with newsletter tools (e.g. MailChimp), basic analytics, and blog writing	D	X	X				

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	6	Confident using multiple social media channels, (i.e. Twitter, Facebook), managing websites and their content to plan, manage and implement campaigns	E	X	X				
	7	Previous experience in marketing, events, hospitality, or visitor attractions	D	X	X				

Knowledge	1	A sound understanding of general administration procedures, use of general office equipment and understanding of electronic and manual filing systems	E	X	X				
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Personal Skills	1	Excellent organisational skills to ensure an effective and efficient administration service	E	X	X				
	2	Is a fantastic communicator, able to build and maintain effective relationships with our stakeholders.	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	Physically fit and able to assist with event setup and takedown	E	X	X				
	5	Ability to achieve targets and deadlines whilst still maintaining quality	E	X	X				

Additional Requirements	1	A commitment to Equal Opportunities and Diversity in all work practices	E	X	X				
	2	Full Driving Licence	E	X					
	3	Willingness to work from multiple sites and attend occasional weekend/evening events	E	X	X				
	4	An appreciation and commitment to Health and Safety issues in the workplace	E	X	X				

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