

Person Specification

No.	Essential	Desirable	Assessed by
Education/Qualifications			
Professional qualifications in Marketing e.g. Diploma in Marketing from Chartered Institute of Marketing (or similar)	x		CV
Degree in Marketing, Business or equivalent		x	CV
Experience/Knowledge			
Minimum 3 years experience of marketing in a commercial or charitable setting.	x		CV
Demonstrable experience in CRM marketing	x		CV & Interview
Demonstrable experience of directly delivering (or managing others) in at least 3 of the following areas: SEO, PPC, website development, web analytics, social media paid advertising including re-marketing, campaign analysis, blogging, video production	x		CV & Interview
Strong understanding of current marketing concepts, strategy and best practice	x		CV & Interview
Skills & Abilities			
Project management skills to work with a budget, meet deadlines for multiple projects and ensure ROI on marketing campaigns	x		CV & Interview
Analytical and able to produce reports for non-digital colleagues & report on KPIs	x		CV & Interview
Creative approach and able to produce content for range of different digital platforms	x		CV & Interview
Strong customer service skills	x		CV & Interview
Personal Skills & Abilities			



A desire to utilise personal and professional skills to help a charity make a difference in the lives of children and young people	x		Interview
Excellent communication skills	x		CV & Interview
Ability to use your own initiative	x		CV & Interview
Strong leadership skills	x		CV & Interview
Maintain an attitude of continuous learning and development		x	CV & Interview

