

PERSON SPECIFICATION

Type of Knowledge	What is the (highest) level needed?	Type of experience required	Qualification - ONLY if an essential requirement
Technical or specialist knowledge	Assisting with writing marketing plans / campaigns as well as design briefs Intermediate project management knowledge Media Relations Social Media	Working in a marketing role Development of marketing plans Use of social media in a professional environment Proficient in Adobe InDesign, Illustrator, Photoshop & Microsoft Packages	GSCE Maths & English grade C or above. NVQ Level 4 Marketing or equivalent
Theories, techniques, concepts	Marketing theory e.g. integrated marketing communications and event planning	Working within a marketing environment and experience in working with communications professionals	
Procedures, policies, legislation, organisational structures	Procedure in a Local Government setting Procurement of Services	Time spent in local government or in other public sector environments or equivalent Knowledge of Procurement principles	.
Operation of equipment and machinery	N/A		Driving Licence required
Literacy & numeracy	High standard required in literacy and numeracy	Time spent in professional environments	
Languages, inc foreign and sign language	N/A		
Supervisory and management experience	Experience of supervising colleagues in other services when required	Experience of full supervision including training, appraisal and absence management	