

Person Specification

Job Details

Job Title	Marketing Officer
Team	Marketing
Job Type	Full-time
Reports To	Head of Marketing
Responsible For	You will not be responsible for managing any other employees
Working Hours	Monday to Friday, 9:00 am to 5:30 pm. From time to time there may be a requirement to change normal working hours due to operational need.

Criteria	Essential	Desirable	Method of Assessment
Education/ Qualifications	Studying towards or have a marketing, business, economics, or equivalent qualification, or qualified by experience	Certificate, Advanced Certificate or Postgraduate Diploma in Marketing from the Chartered Institute of Marketing	Application form, CV, Certificate check
Experience	Worked in a successful marketing team as a Marketing Officer or similar role		Application form, CV, Interview
	Able to demonstrate successful and creative marketing and campaigns management, ideally from a related industry and/or B2B environment	Knowledge of relevant marketing practices, etc	
	An understanding of the full marketing mix including on and offline media, digital marketing, content production, social media management and PR	Knowledge of successful online marketing strategies, etc	Application form, CV, Interview
	Able to demonstrate the ability to develop, maintain and deliver marketing strategies to meet Company objectives		Application form, CV, Interview
	A strong understanding of customer and market dynamics / requirements		Application form, CV, Interview
	Proven proficiency in Marketing technologies		Application form, CV, Interview
	Proven ability to develop successful, strong and innovative Marketing communications		Application form, CV, Interview
Knowledge / Skills	Excellent interpersonal/ communication skills with the ability to build partnerships with employees/management/customers, both individually and in groups		Interview
	Ability to implement campaign measurements including metrics and outcomes (to establish ROI)		

Criteria	Essential	Desirable	Method of Assessment
	Ability to research, produce and analyse data, identifying trends, and making recommendations through verbal and written reports, presentations and proposals		Application form, CV, Interview
	Excellent literacy skills – strong verbal and written communication skills including ability to accurately proof read documents and literature. Excellent attention to detail		Interview
	Thorough understanding of social media and web analytics		
	Ability to communicate at all levels and drive management sign off / approval to keep projects on time		Application form, CV, Interview
	Understands the principles of proposition development and marketing's 4Ps		Interview
	Demonstrates understanding of effective market research and evaluation techniques		Application form, CV, Interview
	Expert in the use of Microsoft Word, Excel, PowerPoint, Internet and the Adobe family of products	Proficient in the use of CRM	Application form, CV, Interview
Work related attributes, qualities, competencies	Ability to work on own initiative or as part of a team		Interview
	Good influencing and persuasion skills		Interview
	Has tact and discretion and respect of confidentiality		Interview
	Well motivated to initiate and take forward projects and tasks and see them through to a conclusion		Interview
	Exemplary organisation and time management skills		Interview
	Ability to multi-task and achieve results under pressure		Interview
Personal / Other Requirements	Drive, enthusiastic, innovative, persistent Highly creative and commercially aware Professional and mature approach A team player with a customer-oriented approach Excellent attendance and timekeeping		Interview, References