

PERSON SPECIFICATION

Job Title	Economy and Culture Marketing Manager	Job Number	
Directorate	Borough Development	Location	Civic Offices
Completed By	Daniel Garnier	Date	23/04/2018

Criteria <i>(insert/delete rows as required)</i>	Indicate by ✓		Measured By
	Essential	Desirable	
Qualifications and Experience Academic, technical and professional			
<ul style="list-style-type: none"> Educated to degree level or equivalent preferably in a marketing or PR related subject 	✓		Certificate
<ul style="list-style-type: none"> In-depth knowledge of marketing principles and tools including social media 	✓		Application / Interview
<ul style="list-style-type: none"> Understanding of inward investment principles 		✓	Application / Interview
Work Experience & Attainments Previous work experience relevant to the job			
<ul style="list-style-type: none"> Experience of working in a senior marketing role 	✓		Application / Interview
<ul style="list-style-type: none"> Experience of developing and managing marketing campaigns from inception to completion including performance monitoring and review 	✓		Application / Interview
<ul style="list-style-type: none"> Experience of partnership working and stakeholder management 	✓		Application / Interview
<ul style="list-style-type: none"> Experience of budget management and monitoring 	✓		Application / Interview
Skills and Competencies			
<ul style="list-style-type: none"> Ability to build excellent working relationships at all levels 	✓		Application / Interview
<ul style="list-style-type: none"> Strong problem solving and decision-making skills 	✓		Application / Interview
<ul style="list-style-type: none"> Excellent communication skills and the ability to quickly digest, summarise and present often complex information in different formats – visual, written and verbal – with a wide range of people and organisations 	✓		Application / Interview
PC/Computer Literacy Job content relating to this			

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Criteria <i>(insert/delete rows as required)</i>	Indicate by ✓		Measured By
	Essential	Desirable	
<ul style="list-style-type: none"> Experience of using Microsoft Office including Outlook, Excel, Word and Powerpoint 	✓		Application / Interview
<ul style="list-style-type: none"> Experience of managing website content 	✓		Application / Interview
<ul style="list-style-type: none"> Experience of using social media in a professional context 	✓		Application / Interview
Circumstances Location, flexibility and mobility; other circumstances specific to the job			
<ul style="list-style-type: none"> Some evening or weekend work may be required occasionally 	✓		Application / Interview
<ul style="list-style-type: none"> To ensure that service delivery complies with current regulations, accepted professional standards, the council's policies and procedures and appropriate legislation (including legislation on equalities, health and safety and safeguarding children and vulnerable adults)'. 	✓		Application / Interview