

PERSON SPECIFICATION

POST: MARKETING & DIGITAL COMMUNICATIONS EXECUTIVE

Please ensure that you show **how** you meet the following requirements when completing your application form.

	ESSENTIAL REQUIREMENTS	METHOD OF ASSESSMENT
	QUALIFICATIONS AND EXPERIENCE <ol style="list-style-type: none"> 1. Computer literate with experience of Canva and Microsoft Suite including Word, Outlook, Excel, Teams and Publisher. 2. Solid experience of creating and managing social media accounts, including using social media scheduling tools. 3. Experienced in graphic design using Adobe Suite including Photoshop and In Design, to create compelling media, videos, brochures and booklets. 4. Competent in using email marketing software such as Mail Chimp. 5. Qualifications in Marketing or other relevant sector. 6. Experience of engaging with the Media, writing press releases and supporting events. 	<p>Application / Interview</p> <p>Application / Interview</p> <p>Application / Interview</p> <p>Application / Interview</p> <p>Application/ Interview</p> <p>Application / Interview</p>
	SKILLS AND ABILITIES <ol style="list-style-type: none"> 7. A self-starter who is able to work effectively as part of a team and individually. 8. Excellent written and verbal English language skills. 9. Good organisational skills to multi-task and meet deadlines. 10. Ability to build good relationships with colleagues at all levels, communicating effectively with all internal and external stakeholders. 11. High levels of literacy and numeracy, attention to detail and proof reading ability. 12. Ability to collate data from Google Analytics and Meta Business Suite to understand, interpret and analyse data to accurately, drive marketing/campaign planning and compile reports. 13. Ability to write compelling copy and media content, adhering to TOV and brand guidance. 14. Experienced in setting up social media campaigns and PPC; analysing and interpreting data to evidence impact, inform future targeting and spend. 15. Evidence an understanding in web design and development. 	<p>Application / Interview</p> <p>Application / Interview</p> <p>Application / Interview</p> <p>Application / Interview</p> <p>Application / Interview</p> <p>Application / Interview</p> <p>Application/ Interview</p> <p>Application/ Interview</p> <p>Application/ Interview</p>

	<p>16. Experience in updating and amending webpages. This can include, using a bespoke CMS, Word Press, Wix or working with design agencies to create new websites.</p> <p>OTHER CRITERIA</p> <p>1. Some flexibility in working hours to meet operational needs which may include some working outside of normal office hours for example, for events</p> <p>2. Ability to travel to different sites and events to take video and photos.</p>	<p>Application/ Interview</p> <p>Application/ Interview</p> <p>Application/ Interview</p>
	<p>DESIRIBLE REQUIREMENTS</p> <p>1. Experience in web design and development such as Word Press and Wix.</p> <p>2. Experience of using project management systems to oversee project timescales, actions and stakeholders.</p> <p>3. Experience in managing Google Ads for a Charity or business.</p> <p>4. An understanding of the daily challenges faced by older people and their carers</p>	<p>Application/ Interview</p> <p>Application/ Interview</p> <p>Application/ Interview</p> <p>Application/ Interview</p>

Ref: Marketing & Digital Communications Exec April 2025