

PERSON SPECIFICATION

Type of Knowledge	What is the (highest) level needed?	Type of experience required	Qualification - <b>ONLY</b> if an essential requirement
Technical or specialist knowledge	<p>Intermediate project management knowledge</p> <p>Assisting with writing marketing campaigns as well as design briefs</p> <p>Media relations, communications, stakeholder engagement &amp; complaints management</p> <p>Social media, website set up &amp; maintenance. Technical skills in use of Apps</p> <p>Data analysis, evaluation and reporting</p>	<p>Working in a projects team role</p> <p>Development /implementation of promotional campaigns</p> <p>Delivering quality customer service &amp; communicating with range of stakeholders</p> <p>Use of social media &amp; apps in a professional environment. Proficient in creative software &amp; Microsoft Packages</p> <p>Evaluation/preparation of data, report writing and presentations</p>	<p>GSCE Maths &amp; English grade C or above. NVQ Level 4 Business, Marketing or equivalent</p>
Theories, techniques, concepts	<p>Project delivery techniques</p> <p>Marketing theory e.g. integrated marketing communications and event planning</p>	<p>Implementing projects &amp; evaluating success</p> <p>Working in a marketing environment and with communications professionals</p>	
Procedures, policies, legislation, organisational structures	<p>Procedures/policies in a Local Government setting</p> <p>Procurement of services &amp; budget management</p> <p>Customer care procedures &amp; compliance with GDPR</p>	<p>Time spent in local government, other public sector environments or equivalent</p> <p>Knowledge of procurement principles. Recording, monitoring &amp; reporting on budgets</p> <p>Providing quality customer service. Good knowledge of GDPR</p>	
Operation of equipment and machinery	<p>General office equipment e.g. PC, printing equipment</p>		<p>Driving Licence required</p>
Literacy & numeracy	<p>High standard required in literacy and numeracy</p>	<p>Experience in effective &amp; clear communication orally and written and maintaining accurate financial records</p>	
Languages, inc foreign and sign language	<p>N/A</p>	<p>N/A</p>	

Supervisory and management experience	Experience of supervising colleagues in other services when required	Experience of full supervision including training, appraisal and absence management	
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