

The Courtyard

Person Specification

Post: Digital Marketing Officer

Department: Marketing & Sales

Personal Skills Characteristics	Essential	Desirable	Method of Assessment	Short listing Criteria
1. <u>Experience</u>				
Experience of working within a marketing environment	✓		AF/I/R	✓
Experience of working in the arts sector		✓	AF/I/R	
Experience of managing and maintaining websites (WordPress or similar)	✓		AF/I/R	✓
Experience of using social media in a business capacity	✓		AF/I/R	✓
Experience with Design Software (Adobe Photoshop, InDesign etc.)		✓	AF/R	
Experience of devising and implementing marketing campaigns	✓		AF/I/R	✓
Experience working within budgetary limits and to tight deadlines	✓		AF/I/R	✓
Experience of Customer Relationship Management systems		✓	AF/I/R	
2. <u>Qualifications and Training</u>				
Numerate and literate to GCSE level or equivalent	✓		AF/CQ	✓
Degree level in a relevant subject or equivalent work experience		✓	AF/CQ	
Marketing qualification		✓	AF/CQ	
3. Skills and Knowledge				
Good organisation skills	✓		AF/I/R	✓
Excellent communicator, both verbal and written	✓		AF/I/R	✓
Knowledge of the arts sector		✓	AF/I	
Knowledge and understanding of marketing research, planning, analysis & reporting	✓		AF/I	✓
Knowledge and interest in the latest digital marketing developments		✓	AF/I	
Ability to write engaging marketing copy for a variety of channels	✓		AF/I	✓
Keyboard/Computer skills, especially Microsoft package	✓		AF/I	✓
4. Personal Qualities				
Ability to work on own initiative, unsupervised with confidence	✓		AF/I/R	✓
Experience of working in a team & good team player	✓		AF/I/R	✓
Ability to work under pressure & to tight deadlines	✓		AF/I/R	✓

Creative flair towards work	✓		AF/I/R	✓
A commitment to accessibility and Equal Opportunities	✓		AF/I	✓
An interest in the arts		✓	AF/I	
Confident & outgoing		✓	AF/I	
5. Personal Circumstances				
A flexible approach to work, including a willingness to work evenings and occasional weekends as necessary	✓		AF/I/R	✓
Current driving license and car available for business use or access to a car/being driven	✓		AF/I	✓
6. Physical Requirements				
Good sickness/attendance record in current/previous employment, college or school as appropriate (not including absences resulting in disability)	✓		I/R	

Key: AF = Application Form, I = Interview, CQ = Certificate or qualification, R = References

This specification has been prepared in accordance with the requirements of The Courtyard's Equal Opportunities in Employment Policy.

Specification completed by: **Jessica Prosser**

Designation: **Head of Marketing & Sales**

Date: **July 2021**