

The Courtyard

Person Specification

Post: Marketing Assistant

Department: Marketing & Sales

Personal Skills Characteristics	Essential	Desirable	Method of Assessment	Short listing Criteria
1. <u>Experience</u>				
Experience of working within a marketing, admin or sales environment	✓		AF/I/R	✓
Experience of working in arts marketing		✓	AF/I/R	
Experience using WordPress or similar		✓	AF/I/R	
Experience of using social media in a business capacity	✓		AF/I/R	✓
Creative, press release or copy writing experience		✓	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	
4. Personal Qualities				
Ability to work on own initiative, unsupervised with confidence	✓		AF/I/R	✓
Team player	✓		AF/I/R	✓
Ability to work under pressure & to deadlines	✓		AF/I/R	✓
Creative flair towards work	✓		AF/I/R	✓
An interest in the arts		✓	AF/I	
Confident & outgoing		✓	AF/I	
5. Personal Circumstances				
Ability to work flexible hours	✓		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**