

## Person Specification



**Job Title:** Digital Marketing Officer

**Department:** Marketing & Communications

**Location:** Warwick, with travel to all sites

**Responsible to:** Digital Marketing Manager

Attributes	Essential	Desirable
<b>Educational / Professional Qualifications</b>	<p>Conversant with:</p> <ul style="list-style-type: none"> <li>• CMS (Content Management Systems)</li> <li>• WordPress</li> <li>• HTML</li> <li>• Microsoft Office</li> <li>• Managing digital communications channels (i.e. Facebook, Twitter, LinkedIn, Instagram)</li> </ul>	<p>Apps</p> <p>Web design</p> <p>Adobe InDesign CS6</p> <p>Adobe Illustrator CS6</p> <p>Adobe Photoshop CS6</p> <p>Adobe Premier Pro</p>
<b>Previous Experience</b>	<p>3 years industry experience</p> <p>Fundraising marketing</p> <p>Website content</p> <p>Digital marketing</p> <p>Data entry</p> <p>Email marketing</p> <p>Social media content</p>	<p>Reporting for digital platforms</p> <p>Experience of WordPress</p> <p>Sound knowledge of InDesign, Illustrator and Photoshop</p>
<b>Skills and Attributes</b>	<p>A passion for social media and digital marketing</p> <p>Creative</p> <p>Eye for detail</p>	<p>Confident presentation skills</p> <p>Layout and typography skills</p> <p>Experience of WordPress, CRM, email design, Google Analytics</p>

	<p>Able to articulate ideas</p> <p>Accuracy and proof reading</p> <p>Excellent IT skills</p> <p>Excellent communication skills (specifically in written English)</p> <p>Able to meet deadlines</p> <p>Able to multitask and work under pressure</p> <p>Able to work on their own and as part of a team</p> <p>Proactive</p> <p>Dynamic</p> <p>Hardworking</p> <p>Motivated</p> <p>Professional</p> <p>Enthusiastic</p> <p>Organised</p> <p>Flexible</p> <p>Demonstrates initiative</p>	
<b>Other</b>	<p>Full UK driving licence and a vehicle for work to visit all sites and shops</p>	