

PERSON SPECIFICATION	
Assessment for recruitment - requirements and competencies	
Aptitudes / Skills / Abilities	<ul style="list-style-type: none"> • Strong verbal communication skills with the ability to communicate with people of all levels • An excellent standard of spoken and written English • Ability to manage time and tasks effectively • Ability to communicate with people of all levels • Ability work on multiple projects and deliver outcomes within deadlines • Self-motivated with the ability to take the initiative • A collaborative team player with an approachable manner • Good IT skills and proficiency in Microsoft Office applications • Commitment to equal opportunities practice • Readiness to work with people and the ability to respond to differing needs, cultures, backgrounds, and protected characteristics. • A flexible approach to work with the willingness and ability to work outside standard hours on occasion.
Knowledge and Experience	<ul style="list-style-type: none"> • Experience of planning and delivering digital and social media campaigns • Experience of creating target groups and paid advertising content on Facebook • Experience of managing a Facebook business account • Experience of using HootSuite or other social media managing tools • Experience of creating and monitoring email newsletters • Experience of editing and maintaining customer facing websites • Experience of Google Analytics • Experience of copywriting for a range of audiences • Experience of producing statistical reports/evaluations • Experience of maintaining and developing databases • Maintaining effective administrative systems and records • Experience of working within the cultural sector • Demonstrable interest in and enthusiasm for the cultural sector
Education and qualifications	<ul style="list-style-type: none"> • Evidence of a qualification in English language to A level or above • Evidence of a quality educational background in Maths
Special Requirements	<ul style="list-style-type: none"> • This post is exempt from the provisions of the Rehabilitation of Offenders Act 1974. A Criminal Record Disclosure may be required prior to appointment.