

Colchester Institute Person Specification

Position: Marketing Officer

	Essential	Desirable	How is this assessed?
Qualifications			
Minimum of Level 2 qualification in English and Mathematics GCSE 4+ or C and above / CSE Level 1 / O-Level C or above / Level 2 Adult Numeracy or Literacy or equivalent.	✓		A
1 st or 2:1 class degree. Preferably in English, business, marketing, social and digital marketing, PR.		✓	A
Education to level 3 or above and/or a professional qualification in English.	✓		A
Chartered Institute of Marketing or Chartered Institute of Public Relations qualification.		✓	A
Experience			
Experience of Business to Business (B2B) marketing in the public or private sector.	✓		A
Proven experience in promotional activities using social and digital media channels.	✓		A
Experience using CRM systems.		✓	A
Background knowledge of Further/Higher Education.		✓	A
Experience of using Mailchimp as a marketing tool and analysing campaigns using Mailchimp.	✓		A / I
Highly developed written and verbal communication skills.	✓		A / I
Proven copywriting and proof-reading skills.	✓		A
Experience using CRM systems.		✓	A / I
Experience in Marketing, with special attention paid to social and digital media.	✓		A / I
Previous experience managing campaigns.		✓	A / I

Use of Facebook, Twitter, LinkedIn and other social networking as a marketing tool.	✓		A / I
Experience of creating printed material and communicating a brief.	✓		A / I
Knowledge and Skills			
Knowledge of Apprenticeships.		✓	A / I
Ability to write accurate copy with creative flair for promotional campaigns, website content, social media.	✓		A / I
Knowledge on writing blogs for business marketing purposes.	✓		A / I
Excellent interpersonal, oral and written communication skills.	✓		A / I
Committed to safeguarding the welfare of children and vulnerable adults, creating a safe learning environment and an understanding of the safeguarding practices.	✓		I
Experienced user of InDesign and Photoshop		✓	A / I
Advanced IT skills, using Microsoft Office Suite and including email and diary systems, intranet and internet.	✓		A / I
Good photographic skills.	✓		A / I
Excellent attention to detail.	✓		A / I
Personal Attributes			
Strategic thinking.		✓	I
Ability to travel between the Colchester Institute sites and to external venues.	✓		I
A strong commitment to equality and diversity.	✓		I
Enjoys working collaboratively and seeking collaborative opportunities.		✓	I
Ability to work flexibly to meet changing needs and work demands.	✓		I
Continuously improving and commitment to own personal and professional development.	✓		I

KEY:

A	Application
I	Interview
P	Presentation/Micro-teach
T	Test