

## Colchester Institute Person Specification

### Position: Digital Media and Web Coordinator

	Essential	Desirable	How is this assessed?
<b>Qualifications</b>			
Education to level 3 or above and/or a professional qualification in Creative, Digital, or Web-based Media or equivalent industry experience.	✓		A
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
An undergraduate degree or equivalent relevant experience.		✓	A
<b>Experience</b>			
Previous experience of producing video and/or digital media content using DSLR cameras.	✓		A / I
Experience creating content on social and digital media channels for marketing purposes.	✓		A / I
Knowledge and experience of using video-editing software (Premiere Pro and After Effects).	✓		A / I
Experience using image editing software (Adobe Photoshop, InDesign and Illustrator etc).	✓		A / I
Proven experience of using Facebook, Twitter, Instagram, LinkedIn and other social networking.	✓		A / I
An understanding of CSS coding language and of using WordPress short code.		✓	A / I
Understanding of email marketing campaigns.		✓	A / I
<b>Knowledge and Skills</b>			
Have a knowledge of using a website CMS such as word press, HTML and a strong desire to develop these skills in post.	✓		A / I

Knowledge of WordPress.		✓	A / I
Excellent knowledge of social media platform management and analytical tools.	✓		A / I
Experience using Adobe Suite.	✓		A / I
Creative flair for the creation of social and digital campaigns.	✓		A / I
Must be able to think creatively and outside the box to generate new creative ideas for marketing campaigns.	✓		A / I
Good DTP skills.	✓		A / I
Good photographic skills.	✓		A / I
Motivated and pro-active at sourcing engaging content.	✓		A / I
The ability and willingness to work well in a team.	✓		A / I
A good working knowledge of MS office (or a similar software package) and desktop publishing skills.	✓		A / I
Commitment to providing a high-quality service.		✓	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.	✓		A / I
<b>Personal Attributes</b>			
Must be able to occasionally work on weekends and evenings to support Marketing and promotional events.	✓		A / I
A strong commitment to equality and diversity.	✓		A / I
Enjoys working collaboratively and seeking collaborative opportunities.	✓		A / I

Ability to work flexibly to meet changing needs and work demands.	✓		A / I
Continuously improving and commitment to own personal and professional development.	✓		A / I

KEY:

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