

**PERSON SPECIFICATION – MARKETING ASSISTANT**

Skills	Criteria	
	Essential	Desirable
<b>General:</b>		
Excellent organisation skills	✓	
A good eye for detail when writing and proofing copy	✓	
Ability to manage own workload	✓	
Ability to work to deadlines	✓	
<b>Communication and Interpersonal Skills:</b>		
Ability to fit in with the team and develop effective relationships with colleagues	✓	
Ability to liaise with external parties and manage these relationships effectively and professionally	✓	
Excellent written communication skills	✓	
Excellent verbal communication skills	✓	
<b>Information Handling:</b>		
Ability to manage information from all areas of the organisation	✓	
Excellent proof reading skills	✓	
<b>Administrative Skills:</b>		
To be extremely organised and able to keep IT files accurate and up to date	✓	
To be computer literate with excellent knowledge of all Microsoft Office packages	✓	
Have excellent written communication skills, including experience of copy writing	✓	
Ability to organise time effectively and work to tight deadlines and remain calm under pressure	✓	
To understand and have experience of administering websites		✓
<b>Knowledge &amp; Qualifications</b>		
Relevant degree level education or equivalent		✓
Professional marketing qualifications		✓
Knowledge of marketing	✓	
Knowledge of social media	✓	
Knowledge of Social Media ads and insights		✓
Knowledge of Google Analytics		✓
<b>Experience</b>		
Dealing with people in an effective manor demonstrating good communication skills	✓	
Proficient use of Adobe Suite such as Photoshop and/or Canva		✓
Writing creative copy	✓	
Project management		✓
Producing written documents to a high standard	✓	
Website content management (WordPress)		✓

Working in a live entertainment environment		✓
<b>Personal Attributes</b>		
To be enthusiastic, energetic and have a positive approach to work	✓	
To possess a willingness to learn and expand knowledge and experience	✓	
To be a team player	✓	
To be creative and able to 'think outside the box'	✓	
A passion for marketing	✓	
A passion for working with a team to develop the department to new heights	✓	
A passion for live entertainment		✓