

<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>
<b>Education, experience and achievements</b>	<ul style="list-style-type: none"> <li>• Previous experience in marketing and administration (min 2 years)</li> <li>• Proven track record in marketing</li> <li>• GCSE level English</li> </ul>	<ul style="list-style-type: none"> <li>• Degree in a marketing field</li> <li>• Experience of copywriting</li> <li>• Experience in producing in-house publicity</li> </ul>
<b>Skills, knowledge and understanding</b>	<ul style="list-style-type: none"> <li>• Good communication skills</li> <li>• Excellent spoken and written English</li> <li>• Strong IT Skills including CRM technology and databases</li> <li>• Good knowledge of utilising websites and social media</li> <li>• Able to demonstrate a knowledge of marketing principles</li> <li>• Ability to analyse, present and communicate information and processes clearly and effectively</li> <li>• Full, clean driving licence</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of a second language</li> <li>• Web development</li> </ul>
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>• Ability and willingness to be flexible and adapt to changing needs</li> <li>• Ability to travel both in UK and abroad</li> <li>• Excellent level of accuracy and attention to detail</li> <li>• Organised and methodical</li> <li>• Ability to work proactively as part of a team with shared goals.</li> <li>• Ability to exercise judgement in making decisions (following established procedures) or referring to others</li> <li>• Ability to assess and organise resources, and plan and progress work activities in advance.</li> <li>• Smart, professional appearance</li> </ul>	<ul style="list-style-type: none"> <li>• 'can do' attitude</li> </ul>