

PERSON SPECIFICATION – Marketing Officer

Please ensure that the Job Description and Person Specification are used as a guide when completing your application form. Please pay particular attention to those criteria below which are indicated as being assessed via the application form. You are expected to use the application form as a means to demonstrate, with examples, how you meet the person specification criteria below – a re-wording of the criteria listed will not guarantee an interview.

Attributes	Essential	Desirable	Method of Assessment
Qualifications (or equivalent skills)	Maths and English GCSE grade C or above or equivalent. An understanding and commitment to customer care. Willingness to undertake further job related training. IT skills sufficient to manipulate complex data and produce reports.	English A Level or equivalent. Qualification relating to Arts/Theatre Management.	Documents Application form and documents Application form and Interview Interview Application form, interview and Test
Work experience and vocational training	Proven experience of the successful delivery of customer care in a complex environment. Sufficient to be able to undertake day to day related activities with a minimum of supervision.	Significant knowledge of the [work area and how it interfaces with the Council] and an understanding of a customer focused approach Evidence of delivering improvements	Application Form and Interview Application form and Interview

<p>Job-related personal skills</p>	<p>Good interpersonal skills and an ability to actively listen. Ability to work flexibly and to tight deadlines. Ability to prioritise between competing demands . Willing to work co-operatively with others. Commitment to equality of opportunity in employment and service delivery. Oral communication sufficient to establish and maintain effective problem solving relationships with the public, partners, and other stakeholders as appropriate Written skills in regard to correspondence which are sufficient to convey information in a clear concise and jargon free style</p>		<p>Application Form and Interview Application form and Interview Application Form and Interview Application Form and Interview Application Form and Interview Application Form and Interview Application Form, Interview and Test</p>
<p>Special Working Conditions</p>	<p>The post holder must have access to suitable means of transport as required for official duties and must maintain a full current driving licence (alternative arrangements will be made for disabled applicants).</p>		

Prepared by: _____

Date: _____