

Personnel Specification

The Personnel Specification shows essential and desirable skills, abilities, knowledge and qualifications required to be able to carry out the duties of this post. Please address, in completing the application form, each criterion listed in the specification, drawing upon all of your experience, whether at work or on a voluntary basis.

Job Title: Marketing and Communications Officer

| Factor | Essential |
|--|---|
| Essential Qualifications and Experience | <ul style="list-style-type: none"> • Degree or equivalent in marketing or a relevant business-related discipline. • A minimum of 3 years' experience in commercial marketing. <p>Experience must include:</p> <ul style="list-style-type: none"> • Digital marketing including a practical, working knowledge of: <ul style="list-style-type: none"> – SEO and website optimisation – Content management – Google Analytics – Google Adwords • Design and production of in-house promotional materials • Generating website and social media content • Management of marketing campaigns • Event management • Managing social media channels including advertising • Media relations including engagement with media contacts. <ul style="list-style-type: none"> • IT literate to include extensive use of electronic communications, desktop publishing and Microsoft Office programmes. |

| Factor | Desirable |
|--|--|
| Desirable Qualifications and Experience | <ul style="list-style-type: none"> • Graduate membership of CIM or similar relevant membership body • Experience in a B2C/consumer-facing organisation • Competent in the use of graphic design package eg Adobe, InDesign or similar. • Experience with online video production and editing • Experience of website management |
| Essential Skills and Aptitude | <ul style="list-style-type: none"> • Excellent written communication skills to analyse, interpret and present complex information in a clear and persuasive way for a wide range of audiences. • Ability to work on own initiative and to a high standard, independently achieving results • Ability to demonstrate creativity and flair in drafting marketing messages and materials • Drive and determination to get things done in a busy and dynamic working environment. • Commitment to Employers For Childcare’s philosophy and values |
| Essential Special Circumstances | <ul style="list-style-type: none"> • Ability to work flexibly, evening and/or weekends and travel occasionally throughout Northern Ireland, UK and elsewhere at times demanded by the job. • Possess a full driving licence and have access to a car for work purposes. • Willingness to actively participate in all photographic and media opportunities to promote the organisation. |