

Events & Marketing Co-ordinator

Person Specification

Knowledge of	Essential / Desirable	How Identified
Digital marketing techniques when and how to use these	Essential	Covering Letter / Interview
Design programme InDesign	Desirable	Covering Letter / Interview
Survey monkey	Desirable	Covering Letter / Interview
CRM Systems	Essential	Covering Letter / Interview
Automated email marketing platforms	Essential	Covering Letter / Interview
Social media management platforms	Essential	Covering Letter / Interview

Skills	Essential / Desirable	How Identified
A methodical approach to tasks	Essential	Covering Letter / Interview
Highly organised	Essential	Covering Letter / Interview
Excellent grammar, spelling and copy writing skills	Essential	Interview
Good communication skills with members, stakeholders, partners and customers	Essential	Interview

Experience	Essential / Desirable	How Identified
Involvement in delivering events	Essential	Covering Letter / Interview
Experience in updating a website	Desirable	Covering Letter / Interview
Web based meeting/webinar programmes such as Zoom/Teams	Essential	Covering Letter / Interview
Working in a small team	Desirable	Covering Letter / Interview
Working in a charity	Desirable	Covering Letter / Interview