

Digital Marketing Assistant – Person Specification

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| **Qualifications** | **Definition** |  |
| Essential | Degree or equivalent (CIM) with evidence of Continuing Professional Development or 2 years work experience in a similar role | A |
| Desirable | Full current driving license | A |

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| **Experience** | **Definition** |  |
| Essential | Experience using a CMS | A & I |
| Experience in writing and editing for the web | A & I |
| Excellent working knowledge of the main social networking sites and a passion for social media and the web | A & I |
| Effective decision making and time management | A & I |
| Ability to analyse data to impact the strategies of Rounders England | I |
| Desirable | Understanding of Rounders England’s markets and customers | A |
| Experience of authoring materials specifically for web use | I |
| Experienced in communicating with a wide variety of audiences including the media | A & I |

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| **Knowledge** | **Definition** |  |
| Essential | Understanding of marketing principles | A & I |
| Desirable | Understanding of the Rounders England brand | A & I |
| Awareness and understanding of equality issues and safeguarding issues | A |
| Knowledge of database concepts | A & I |

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| **Technical, competencies**  **and aptitude** | **Definition** |  |
| Essential | Excellent knowledge of MS office and internet expertise | A |
| Good working knowledge of Content Management Systems, specifically wordpress | A |
| Proficient with desktop publishing software (Adobe Photoshop) | A & I |
| Organised and able to meet timelines and targets | A & I |
| Possess a sense of ownership and can demonstrate an active approach to tasks | A & I |
| Ability to work with a diverse group of people; organisation members, colleagues, media, partners, Sport England etc | A & I |
| Ability to work within a team and respect the individual values of the people that work within it. Always open and curious to learn from others with different opinions | I |
| Can do attitude and always seeking better ways of working | I |
| Strong communication skills | A & I |
| Working knowledge of Google Analytics | A & I |
| Desirable | Knowledge of other graphics packages i.e. canva | A |
|  | Can handle multiple projects | A & I |

**A = Application, I = Interview**

September 2021 Julia Rice