

<b>Person Specification: Digital Marketing Manager</b>	<b>Essential (E) Desirable (D)</b>	<b>Demonstrated at: Application (A) Interview (I)</b>
<b>Skills, Experience and Knowledge</b>		
A proven track record of developing and using digital technologies and social media as a tool for communication	E	I
Excellent design skills and ability to respond to a brief, with demonstrable examples	E	I
Excellent verbal and written communication skills	E	A/I
A full driving licence and access to a car	E	A
Experience of working in a charity	E	A/I
Ability to write accurate and engaging copy	E	I
Knowledge of accessibility considerations and solutions	D	I
Ability to share information, contribute opinion and receive constructive criticism	E	I
Ability to maintain accurate and up-to-date data and online records	E	I
Experience of managing databases and web content management systems	D	A/I
<b>Qualifications</b>		
Studying a related subject at degree level	D	A/I
<b>Personal Attributes</b>		
Excellent attention to detail	E	A/I
Good time management skills	E	I
Willing to be flexible with working hours	E	I