

Person Specification for Search Marketing Executive

		Essential or Desirable	Demonstrated: Application form (AP) , Interview(I), Portfolio (P), Test (T),
Qualifications			
	GCSE English	Essential	Application Form
	GCSE Maths	Essential	Application Form
	Degree or equivalent in a related subject (e.g. Business Studies, Marketing, Economics)	Desirable	Application Form
Knowledge and Experience			
Marketing & Advertising	Principles and techniques of strategic marketing, advertising and promotion.	Essential	Application Form Interview
Work Experience	Previous work experience in a similar role.	Essential	Application Form Interview
Skills and Abilities/competencies			
Communication	Effective communication skills oral and written. Use appropriate methods and language. Communicate ideas clearly good standard of English for written content.	Essential	Application Form Interview
Presentation	Effective presentation skills	Essential	
ICT	Some knowledge and use of applications or software for reporting, manipulating data, scheduling e.g. Excel, Google AdWords / Analytics, CMS, Campaign/ Competitor Analysis Tools.	Essential	Application Form Interview
Problem solving & analytical	Can demonstrate ability to use problem solving skills to effectively achieve objectives. Analytical skills including proven ability to interpret data and apply to produce results	Essential	Application Form Interview
Team Working/Interpersonal skills	Able to work effectively as part of a team as well as on own initiative. Able to build and maintain effective relationships with colleagues and customers.	Essential	Application Form Interview
Planning and organising	Can plan and organise own workload. Prioritise, to meet deadlines with cost, quality requirements	Essential	Application Form Interview
Creativity	Can demonstrate ability to apply new research & features to existing campaigns	Essential	Application Form Interview
Customer focus	Can demonstrate commitment to a customer focused approach.	Essential	Application Form Interview
Leadership& management	Can demonstrate leadership and management skills and/or potential	Essential	Application Form Interview