

## Person Specification for PPC Analyst/Account Manager

		Essential or Desirable	Demonstrated: Application form (AP) , Interview(I), Portfolio (P), Test (T),
<b>Qualifications</b>			
	GCSE English	Essential	Application Form
	A Level Maths	Essential	Application Form
	Qualifications at A level/ NVQ 3 or above in Business Studies, Economics or marketing	Desirable	Application Form
<b>Knowledge and Experience</b>			
<b>Marketing &amp; Advertising</b>	Principles and techniques of strategic marketing, advertising and promotion.	Desirable	Application Form Interview
<b>Work Experience</b>	Previous work experience in a similar PPC role	Essential	Application Form Interview Test
<b>ICT</b>	Excel & Word processing application and spreadsheet applications	Essential	Application Form Interview
<b>Skills and Abilities/competencies</b>			
Communication	Effective communication skills oral and written. Use appropriate methods and language. Communicate ideas clearly with a good standard of English appropriate to the needs of the audience.	Essential	Application Form Interview
ICT	Some knowledge and use of applications or software for reporting, manipulating data, scheduling e.g. Microsoft Office, Outlook or similar.	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 numerical data.	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 within cost and quality requirements	Essential	Application Form Interview
Creativity	Can demonstrate ability to apply new research & features to existing campaigns and a passion for innovation	Essential	Application Form Interview
Customer focus	Can demonstrate commitment to a customer focused approach.	Essential	Application Form Interview
Personal Development	Can demonstrate commitment to own personal development ability to apply new learning to develop in the role	Essential	Application Form Interview