

Marketing Officer – Person Specification

Attributes	Essential	Desirable	How to be identified
Education and Training	A degree (or equivalent) in marketing, business, creative writing,	Evidence of commitment to continuing professional development	CV
Relevant Experience	Proven experiences or years in a similar role	Experience of writing and sending email newsletters Experience of dealing with advertising agencies Experience of organising events	CV & covering letter
Special Knowledge and Skills	Confident using Microsoft Programmes High standard of English and grammar Time management skills Knowledge of digital marketing programmes	Experience in Mailchimp	Interview
Personal Qualities	Creative mind Ability to learn new skills Ability to work independently and alongside colleagues Resilient Be accurate and have a high level of attention to detail	Ability and interest in developing client relationships An interest in marine conservation Passion for animals and aquariums	Interview Presentation / Task