

PERSONNEL SPECIFICATION

Post: Adventure Loving Marketing Executive

Date: March 2024

<u>Specification</u>	<u>Essential</u>	<u>Desirable</u>	<u>Method Assessment</u>
Education Attainments		A degree or HND (or equivalent) in Marketing, Advertising, Communications, or Graphic Design	Application Form Proof of certificates
Job Experience and Training	Experience of creating a marketing strategy Experience of creating engaging social media, email and website content Experience of creating engaging graphic design, e.g., Adobe Experience of website management using WordPress Experience of social media management and engagement Experience of Google Analytics Experience with email marketing i.e., Mailchimp or HubSpot Experience of representing and elevating the brand at public events and through media engagements	A minimum of 1 years' experience within a similar role Experience of managing budgets and project management	Application Form Interview References
Specialist Knowledge	Exceptional graphic design skills A deep appreciation for the outdoors and a keenness to integrate this passion into our brand strategy Understanding of SEO best practices for creation of website content Strong copywriting capabilities	Familiarity with Adobe Creative Suite	Application Form Interview
Special Skills / Aptitudes	A creative and driven individual with a love for marketing and the outdoors		Application Form Interview

Disposition	Excellent communication skills, capable of crafting captivating marketing messages Ability to multitask Self-driven and motivated		Application Form Interview References
Personal Circumstances	Willing and able to undertake overtime if required		Application Form Interview
Other		Full valid driving licence	Application Form Interview