**Marketing Coordinator**

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| **Criteria** | **Essential/Desirable** | **Method of Assessment** |
| **Qualification** |  |  |
| A full Degree, or equivalent qualification, or significant work experience in a relevant area.  | E | Application Form and Certificates |
| GCSE (or Equivalent) in English Language at grade C/4 or above | E | Application Form and Certificates |
| Knowledge and Experience |  |  |
| Experience of internet and website management and analysis experience | E | Application Form / Assessment Centre |
| To have understanding or awareness to our market, specifically the challenges in funded adult education | D | Application Form / Assessment Centre |
| Excellent copy writing skills and ability to write for varied audiences, specifically being able to write with a tone focused on adults | E | Application Form / Assessment Centre |
| Broad base of technical skills including: Microsoft Office and web based tools | E | Application Form / Assessment Centre |
|  | E | Application Form / Assessment Centre |
| Skills and Abilities |  |  |
| Excellent organisational skills; able to prioritise a diverse workload according to ever changing business needs | E | Assessment Centre |
| To have a passionate and energetic approach to work to meet our marketing vision | E | Assessment Centre |
| Ability to forward plan and manage time effectively | E | Assessment Centre |
| Ability to think creatively to identify opportunities and put these into action  | E | Assessment Centre |
| Other |  |  |
| Be committed to safeguarding and promoting the welfare of children, young people and vulnerable adults | E | Assessment Centre  |
| Be committed to the College’s Equality and Diversity agenda  | E | Assessment Centre  |
| Willing to work flexibly, undertake evening work in and be responsive to the changing external Marketing environment | E | Application FormAssessment Centre |

Author: Max Butler

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