



## PERSON SPECIFICATION

**JOB TITLE:** Recruitment Marketing & Skills Manager

### EDUCATION /QUALIFICATIONS:

ESSENTIAL	DESIRABLE
Educated to degree or equivalent level 6 qualification	Social Media or Digital Marketing Diploma  Training Qualification e.g. Certificate in Training Practice or NVQ Learning & Development  CIPD Qualified  ECDL or RSA IT/Typing Qualifications

### KNOWLEDGE AND EXPERIENCE:

ESSENTIAL	DESIRABLE
Experience of Social Media/Digital Marketing projects, using social media platforms  Experience of independent project management with successful delivery  Experience of a variety of learning & development solutions  Experience of managing external consultants and 3 <sup>rd</sup> party delivery  Experience of working with multiple stakeholders and requests  Natural influencer – with ability to achieve consensus from multiple stakeholders and requests  Self-starter who does not require micro-managing	Recruitment marketing experience  Brand development  Human Resources experience  Project Management Experience

<p>Can do attitude who makes things happen</p> <p>Experience of full marketing mix</p> <p>Expert knowledge of social media platforms</p> <p>Adept at analysing data and drawing insight from multiple sources to inform planning</p>	
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**SKILLS & ABILITIES:**

ESSENTIAL	DESIRABLE
<p>Excellent interpersonal and communication skills together with a high level of emotional intelligence.</p> <p>Creates an immediate positive, open, approachable and credible impression on others, maintaining a calm and confident manner</p> <p>Ability to inspire and lead to achieve challenging results</p> <p>Demonstrate commitment, energy, drive and enthusiasm in tackling demanding goals</p> <p>Ability to research, collate and analyse large amounts of qualitative and quantitative data.</p> <p>Ability to facilitating cross-functional working and multi-tasking</p> <p>Builds positive personal and organisational relationships internally and externally</p> <p>Credible communicator, able to explain information, both written and oral, in an uncomplicated way, showing tact and patience when presenting and explaining technical information to a varied audience</p> <p>Understands what others need to know and keeps them informed through appropriate contact</p>	<p>Advanced MS Office and Multi-media skills</p> <p>Demonstrates a pro-active understanding of others' agendas</p> <p>Demonstrates a rapid understanding of newly presented information</p>

<p>Ability to influence and negotiate to bring about a win/win outcome for all stakeholders, including conflict resolution and management</p> <p>Makes rational judgements from the available information and objective analysis, avoiding personal bias</p> <p>Planning and implementing projects (time bound work with definite start and end dates and specific goals or objectives).</p> <p>Excellent administrative &amp; organisational skills, solving problems where encountered.</p> <p>Ability to manage and prioritise time, resources and tasks effectively identifying most important priorities and identifying steps needed to accomplish tasks to meet deadlines</p> <p>Firm commitment to accountability, performance management, target setting and monitoring.</p> <p>Contributes positively to Change whilst recognising the impact of change on others and supports them through it</p> <p>Good IT skills, particularly across MS Office packages.</p> <p>Values equality and diversity, takes appropriate action when there is evidence of discrimination or inequality.</p> <p>Ability to transport oneself to various locations for work</p>	
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