**Marketing and Communication – Person Specification**

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| **Attributes** | **Essential** | **Desirable** | **How Identified** |
| Education and Training | A degree (or equivalent) in Marketing, Marine Science or other appropriate discipline. | Evidence of commitment to continuing professional development.  Science/Conservation communications. | Interview  CV  Application Form |
| Relevant Experience | At least 3 years in a similar role.  Brand ambassador/champion experience.  Extensive marketing/campaign management experience, ideally in a conservation environment.  Experience in research and analysis of audiences. | Website content writing.  Blog writing.  Social media content creation and account management. | Interview  CV  Application Form |
| Special Knowledge and Skills | Excellent verbal and written communication skills.  Good listener.  Effective organisational and forward planning skills.  Excellent knowledge of marine conservation.  Good working knowledge of Microsoft Office.  Extreme attention to detail.  Behaviour change campaign experience.  Thorough knowledge of social media and web analytics.  Experience of maintaining websites and tracking data analytics.  Management of the production and performance of multimedia content. | Selling skills.  Adept at using marketing/design software.  Budget management. | Interview  CV  Application Form |
| Personal Qualities | Self-motivated.  Passionate about marine conservation.  Optimistic for the future of the environment.  Energetic.  Able to establish a rapport quickly with a wide variety of people.  Resilient.  Ability to work to tight deadlines. |  | Interview  CV  Application Form |