

JOB TITLE: Head of Marketing

Competency	E/D*	Criteria	Method of Assessment **
Experience	E	Thorough knowledge of campaign management <ul style="list-style-type: none"> • Delivering the brand in communications • Identifying customer insight • Creation of concepts/developing campaign propositions • Media selection/integration of concept • Test and learn techniques • Data selections • Measuring results 	1/3
	E	Good knowledge of use of digital channels <ul style="list-style-type: none"> • Social media • Email • Online advertising • Content development in video • Website development 	1/3
	E	Good knowledge of brand development and management and re-brand programmes	1/3
	E	Good experience of planning – marketing and brand	1/3
	E	Financial management and analysis	1/3
	E	Overview of all budget management	1/3
	E	Good at stakeholder engagement – at all levels	1/3
	E	Proven track record in marketing with the competence to deliver a marketing led customer vision	1/3
	D	Working in a business that is changing	1/3
	D	Experience of B2B marketing	1/3
	D	Experience of relaunching a website	1/3
	Qualifications	E	A minimum of five GCSEs (or equivalent) at grade A-C
E		Successful completion of standard Maths and English tests	2
D		Educated to degree level or has a relevant marketing qualification	1/4

Skills & Abilities	E	Ability to work 'on the hoof', respond, react and be flexible	1/3/5
	E	Good team leader – clear, coaching and assertive style, good at team development both formally and informally, aligns team to vision and strategy	1/3/5
	E	Ability to build key relationships across the group Ability to enact and support change	1/3/5
Personal Qualities	D	Can do, proactive attitude	1/3/5
	D	Willing to try new things out to learn	1/3/5
	E	Customer focused	1/3/5
	E	Brand led	1/3/5

*ED = Essential and desirable criteria

**1 = prior to shortlisting (CV)

**2 = test after shortlisting

**3 = interview

**4 = documentary evidence (e.g. certificate, reference)

**5 = probationary period

PERSON SPECIFICATION
