



Digital Media & Marketing Coordinator - PERSON SPECIFICATION

	Essential	Desirable
Qualifications	GCSEs (English and Maths) or equivalent	
Skills & Abilities	An excellent knowledge of social media and emerging trends	
	Highly organised with an eye for detail	
	Ability to analyse data and produce reports of results/outcomes	
	Resilient and able to work on own initiative with minimum supervision, but equally able to work confidently with team members	
	Positive and flexible attitude to work	
	Excellent all round IT skills	
Knowledge & Experience	A wide-ranging understanding of the current social media landscape and emerging trends	Experience with social media advertising/promoted posts
	Use of Adobe Photoshop, Premiere (or Final Cut Pro X) and InDesign	
Personal Characteristics	A strong team player	
	Highly organised	
	Resilient, able to work under pressure whilst meeting deadlines	

	Positive and flexible attitude to work	
	Analytical thinker	