

## Person Specification – Marketing Executive

	<b>Essential</b>	<b>Desirable</b>
<b>Educational qualifications</b>	<p>Good standard of education.</p> <p>A Level English</p>	<p>Degree</p> <p>International trade related qualifications</p> <p>Institute of Export Certificate</p> <p>BCC Authorised Signatory</p>
<b>Experience</b>	<p>Past experience in a similar role</p> <p>Experience of PR and a flair for design</p> <p>Proven track record of delivering measurable results</p>	<p>Experience of working in a marketing role in a manufacturing export, import, logistics or Chamber of Commerce environment</p>
<b>Communication Skills</b>	<p>Ability to obtain, analyse and present information.</p> <p>Able to formulate plans and persuade others to support such plans</p> <p>High standard of spoken and written English, excellent telephone and face to face communication skills</p> <p>Good levels of numeracy</p> <p>Experienced in making presentations to small and large groups at all levels</p>	<p>Experienced PowerPoint user</p> <p>Experience of working with copy writers</p> <p>Experience of working in a customer facing role</p>
<b>Practical &amp; intellectual skills</b>	<p>Excellent computer skills; use of MS PowerPoint, Word, Excel and Outlook, databases, CRM systems</p> <p>High levels of creativity / imaginative / customer oriented</p> <p>Strong organisational and project management skills.</p> <p>Experience of mass online marketing</p> <p>Excellent organisational and time management skills</p>	<p>Minute taking</p> <p>Ability to create presentations using Microsoft PowerPoint</p> <p>ECDL or equivalent</p>

<b>Disposition &amp; attitude</b>	<p>Success driven and confident.</p> <p>Hardworking and adaptable to the needs of the department.</p> <p>Must be able to work unsupervised.</p> <p>Ability to establish rapport with diverse client groups and partners</p> <p>Must be able to work as a member of a team</p> <p>High level of personal presentation</p> <p>Willing to undertake training</p>	
<b>Special knowledge</b>	<p>Content Management Systems</p> <p>Constant Contact</p> <p>Google Analytics</p> <p>Social Media</p> <p>Campaign Monitoring Platforms</p> <p>Knowledge of international trade</p> <p>Business awareness</p>	<p>Export processes and procedures</p> <p>Familiar with West &amp; North Yorkshire</p>
<b>Physical or sensory</b>	<p>Good eye for detail</p> <p>Must be car owner with a full driving licence</p> <p>Able to work outside of office hours as and when required</p>	