

## Tunbridge Wells Borough Council

### Person Specification



**POST TITLE:** Economic Development Destination Marketing & Communications Officer

**GRADE:** G

**SERVICE:** Economic Development

CRITERIA	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
<p><b>EXPERIENCE &amp; SKILLS</b></p>	<p>Experience of marketing destinations and/or businesses</p> <p>Experience of developing marketing strategies and plans</p> <p>At least 2 years' experience in designing and developing marketing websites and preparing written content</p> <p>High degree of expertise in the use of social media (across multiple channels) for marketing and promotion including planning and delivery</p> <p>Experience in planning and undertaking search engine optimisation for websites</p> <p>Experience in the use of photoshop for image editing</p> <p>Experience of undertaking administrative tasks</p>	<p>Working with local authority or other public sector partners</p> <p>Working with website developers</p> <p>Preparing funding bids</p> <p>Photography, filming and editing</p> <p>Experience of working in the visitor economy</p>	<p>Application form</p> <p>Interview/Desk task</p>
<p><b>KNOWLEDGE</b></p>	<p>Best practice and principles in marketing</p> <p>Website development and content management</p>	<p>Use of Google analytics</p>	<p>Application form</p> <p>Interview/Desk task</p>

<b>CRITERIA</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	<b>HOW IDENTIFIED</b>
<b>QUALIFICATIONS/ TRAINING</b>	Degree in relevant subject or equivalent experience.	Marketing qualification SEO training	Application form Certificates
<b>PRACTICAL &amp; INTELLECTUAL SKILLS</b>	Strong background working with Microsoft IT packages including Word, Excel and PowerPoint  Excellent verbal and written communication skills  Good knowledge of photoshop  Knowledge of Canva  Excellent time management and organisational skills; able to prioritise own work and meet deadlines  Excellent administrative skills		
<b>DISPOSITION/ ATTITUDE</b>	Enthusiasm for the role  Team player  Flexible attitude, with the ability to work independently using own initiative  Approachable, friendly and confident manner  Innovative and willing to share own ideas/solutions  Collaborative and keen to work with partner organisations		Application form  Interview
<b>SPECIAL REQUIREMENTS</b>	Willingness to undertake training  Driving Licence		Application form  Interview