## Upper Springfield Development Co Ltd K:\Logo's\USDC Ltd.jpg

## Application for the Post of

**Communications & Marketing Officer**

# *Confidential*

Completed applications should be returned by emailby Tuesday 20th March at **12 noon** to: [**j.fegan@usdt.co.uk**](mailto:j.fegan@usdt.co.uk)

**Tel No: 028 90236677**

**Application Ref No: CMO/\_\_\_\_\_**

**NOTE: Please type this application. CV’s will not be accepted in lieu of the application form**

**Forename:** **Surname**

**Address:**

**National insurance:**

**Tel No: H W** **M**

**Email:**

**How did you learn of this post?**

**Nijobs.com** 🞏 **Communityni** 🞏

**Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**COURSES AND/OR RELEVANT TRAINING UNDERTAKEN**

|  |  |  |
| --- | --- | --- |
| **Qualification** | **Training Provider or Examining Body** | **Grade**  (if applicable) |
|  |  |  |

**EMPLOYMENT HISTORY**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Please give details here of all the positions held. Start with your present or most recent position and work back (please add attached sheet if necessary)** | | | | | |
| **Dates** | | **Name and Address of Employer and nature of business.** | **Position held** | **Salary** | **Reasons for leaving** |
| **From** | **To** |  |  |  |  |
|  |  |  |  |  |  |

**Essential/ Desirable Criteria:**

*The requirements for the post (details of which are on the Person Specification) are listed in this section. Please demonstrate clearly how and to what extent you meet each requirement in the correct section. It is the candidate’s responsibility to clearly demonstrate in the correct section how they meet the criteria to be shortlisted for interview.*

*Do not continue on additional pages or include any supplementary material – these will not be copied to the Selection Panel and therefore their content will not be considered.*

**Please demonstrate below:**

|  |
| --- |
| 1. Educated to degree level within a relevant discipline such as marketing or public relations **AND** demonstrable experience in a communications environment. Exceptional candidates who do not have a degree but have five years’ experience in a communications environment should also apply |
| 1. Experience of digital marketing, including social media management platforms |
| 1. Experience of planning and organising events |
| 1. A working knowledge of search engine optimisation of websites, mobile sits and apps |
| 1. Excellent written communication skills to include the ability to write high quality reports and plans |
| 1. Excellent interpersonal and communication skills with a wide range of audiences |
| 1. Proficient ability to use MS Office to include word, excel, outlook and powerpoint |
| 1. Ability to gather and analyse market data |
| 1. Ability to work effectively and flexibly as part of a team and using initiative |
| 1. Excellent time management with excellent organisational skills and a proven track record of meeting deadlines |

**Demonstrable Desirable criteria**

**Please demonstrate below**

|  |
| --- |
| 1. Have a working knowledge and be confident in the use of video creation to produce and edit short videos |
| 1. A postgraduate certificate in digital marketing i.e. Chartered Institute of Marketing (CIM) or The Institute of Direct and Digital Marketing (IDM) |
| 1. Able to creatively produce basic design work using platforms such as Canva |
| **ANY OTHER DETAILS**  (Please use this space to give any other details you may wish to add) |
| **How soon would you be able to take up your appointment?** |
| **REFERENCES**  (Please give the name of two people who we will contact for a reference – one must be your most recent employer). Please note we will be contacting referees prior to interview unless otherwise advised by you.  NAME NAME    POSITION POSITION    ADDRESS ADDRESS  TEL TEL  EMAIL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ EMAIL    **DECLARATION**  I hereby declare that the information given on this application form is to the best of my knowledge, true and correct. I also agree that any misrepresentations by me will lead to disqualification of this application, the withdrawal of any offer of employment or my employment being terminated without any obligation or liability to the Company other than for services rendered.  SIGNATURE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |