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| **Applicant Declaration of Achieving Essential Criteria**  **Role:** Marketing & Stakeholder Engagement officer  **Name of Applicant:** | | |
|  | **Essential criteria** | **Please specify how you meet the essential criteria in each area.** |
| **Qualifications** | Level 5 qualification (or higher) in relevant discipline- Marketing, Communications, Public Relations, or a related field (or equivalent experience) |  |
| GCSE (or equivalent) English & Maths grade C or above |  |
| **Experience** | Proven experience in social media management, digital marketing, or a similar (paid or unpaid role/project) |  |
| Proven proficiency and experience in utilisation of graphic design software and content creation tools (e.g., Canva, Adobe Creative Suite) |  |
| **Job related Knowledge** | Strong knowledge of social media platforms, trends, and analytics tools (e.g., Facebook Insights, Google Analytics). |  |
| Strong knowledge and ability to use Microsoft Office including Word, Excel and Outlook |  |
| **Skills and Competencies** | Excellent communication skills, both written and verbal. |  |
| Creativity in developing engaging, inclusive, and visually appealing content. |  |
|  | Ability to work collaboratively across multiple organisations and with a diverse range of stakeholders. |  |
|  | Strong organisational and project management skills, with the ability to handle multiple tasks and meet deadlines. |  |
| **Other requirements** | Full driving license and access to a vehicle for work purposes or ability to demonstrate alternative method of being able to fulfill any travel related duties of the role. |  |