

Walthamstow Trades Hall and Institute Limited
Person Specification – Marketing and Development Officer

	Essential or Desirable
KNOWLEDGE & EXPERIENCE	
2 years' experience of working in a marketing or communication role	Essential
Previous experience of working in a community, non for profit, theatre or similar venue	Desirable
Managing and working with a variety of stakeholders	Essential
Competent IT skills and comfortable using Google suite and Microsoft office products	Essential
Knowledge of how to develop an effective marketing strategy	Essential
Previous experience of creating and executing marketing campaigns	Essential
Previous experience of developing content for marketing campaigns, social media and digital communications	Essential
Experience of developing and launching an organisation's brand	Desirable
PERSONAL QUALITIES & SKILLS	
Good organisational skills, including excellent planning and prioritisation skills	Essential
Excellent level of written and verbal communication skills	Essential
Able to write creative and effective press releases and social media content	Essential
Ability to work autonomously with minimal supervision in a productive, creative and consistent way	Essential
Self-motivated, creative and resourceful	Essential
High degree of accuracy and attention to detail	Essential
Ability to manage and analyse data	Essential
Ability to develop meaningful connections with the wider community and stakeholders	Essential