

Person Specification: Marketing Executive

Reports to: Marketing Manager

Job related attributes	Essential criteria	Desirable criteria
Education, Qualifications & Training	Degree (or equivalent) in marketing or similar	CIM diploma or similar Qualification in art, design or similar
Employment Experience	Experience of: <ul style="list-style-type: none"> - Managing multiple projects at the same time - Working in a team - Using social media commercially 	Hands-on experience of the marketing mix
Knowledge & Understanding	Good knowledge & understanding of: <ul style="list-style-type: none"> - marketing and it's role within a business - commercial side of business. - digital marketing and its role in the marketing mix. 	Knowledge & understanding of: <ul style="list-style-type: none"> - sustainability and net zero
Skills / Competencies	Good skills & competencies in: <ul style="list-style-type: none"> - Microsoft office programmes. - written & verbal communication. - time management and organisation - creative ideas generation/innovative thinking - aesthetics; a critical eye for detail, creativity, & visualisation for brands, media & website - analytics; marketing reporting A pro-active and positive approach.	Ability to use: <ul style="list-style-type: none"> - Adobe software (InDesign, Photoshop, Illustrator). - Marketing automation software (Hubspot). Keenness to experiment and acceptance to fail and learn.
Other requirements & attributes	Willingness to travel nationally (to other office locations) Willingness to actively participate at occasional events and represent Verco with a professional appearance.	A passion for sustainability Interest in the visual arts.

Completed by: Kate Gordon-Brown

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