

Person Specification

Post Title: Digital Marketing Officer – Grade 6



Cumbria
Wildlife Trust

1 Qualifications & Experience:

The post holder will be expected to have qualifications and recent and relevant experience in the following areas:

		Essential	Desirable
1.	Experience in a similar role	•	
2.	Management of social media accounts, email marketing services and websites	•	
3.	Use of search engine optimisation techniques and managing Google Ad campaigns	•	
4.	Liaising with colleagues and volunteers to create high quality content	•	
5.	Monitoring and reporting on online activity	•	
6.	Creating engaging online content about environment causes		•
7.	A qualification in online marketing to degree level or equivalent		•

2 Knowledge & Skills:

The post holder will have the following knowledge and skills:

		Essential	Desirable
1.	Ability to produce effective online content for a range of audiences	•	
2.	The ability to work to deadlines and to take projects forward without supervision	•	
3.	Good knowledge and experience of website administration using CMS system and third party tools	•	
4.	Knowledge of social media and digital marketing best practices	•	
5.	Competent in the use of Microsoft Office Word, Excel and Outlook	•	
6.	Full driving licence and access to own transport		•
7.	Understanding of Cumbria's wildlife habitats and species, and current conservation issues		•

3 Personal Qualities

The post holder should possess the following:

		Essential	Desirable
1.	Ability to maintain high levels of enthusiasm and self-motivation	•	
2.	Ability to work well on own initiative and co-operatively as part of a team	•	
3.	Ability to be flexible and respond to changing situations	•	
4.	Tact and diplomacy	•	
5.	Ability to work effectively under pressure	•	
6.	Ability to disseminate complicated information clearly and concisely to wider audiences.	•	
7.	A strong affinity with wildlife/wildlife habitats.	•	

Terms and Conditions

1. £25,858 pro rata, per annum, plus pension contribution of 9% (Year 1 – Grade 6), equates to £15,515 per annum for a 21 hour week.
2. Duration of post: Temporary role to cover maternity leave. It is expected that this will be for one year however, the role may end sooner if the employee returns earlier. All employees new to Cumbria Wildlife Trust undertake a probationary period of 6 months, in which time they are expected to establish their suitability for the post.
3. Hours per week: 21 hours, normally worked between 9.00 a.m. to 5.00 p.m, Monday to Friday. Days to be agreed. Some out of hours work may be required, for which time off in lieu is given.
4. Holidays: 28 days per annum, including public holidays, pro rata to 35 hours per week. After 1 year's continuous employment with the Trust, employees are entitled to an extra day's holiday entitlement for each subsequent complete year of service, up to a maximum of 5 extra days. For employees working less than 35 hours per week this entitlement is calculated on a pro-rata basis in relation to contractual hours.
5. Place of work: Cumbria Wildlife Trust offices at Plumgarths, Crook Road, Kendal, Cumbria, LA8 8LX.
6. Applications: Completed application forms should be returned with a covering letter outlining the candidate's suitability for the post, to Claire Ladell, Senior Personnel Officer, Cumbria Wildlife Trust, Plumgarths, Crook Road, Kendal, Cumbria, LA8 8LX or by email to admin@cumbriawildlifetrust.org.uk.
7. Only short listed candidates will be contacted. If you have not heard anything within 14 days of the closing date, please assume your application has not been successful.
8. Closing date for applications is **9.00am on Monday 5 August 2019**.
9. Interviews will be held on **Tuesday 13 August 2019**.
10. Any further enquiries should be directed to Charlotte Rowley, Cumbria Wildlife Trust at the above address or ring 01539 816 300.