

Person Specification

Inward Investment and Marketing Officer

invest

north east
england

Part A

The following criteria (experience, skills and qualifications) will be used to short-list at the application stage:

Essential

Skills, knowledge and experience

1. Degree in Marketing or similar, or previous extensive relevant experience in a marketing environment
2. Excellent research and report writing skills with the ability to write with impact
3. The ability to write copy that is engaging and raises interest in our organisation and what we want to deliver
4. Proven ability to interpret client needs and develop bespoke proposals that are engaging, benefits-driven and increases interest in the product
5. Knowledge and experience of marketing and communications techniques, including social media
6. Demonstrable success of working in collaborative partnerships with a broad cross section of stakeholders across the public and private sectors.
7. Excellent interpersonal and communication with the ability to build positive relationships with a wide range of stakeholders.

Attitude

8. An interest in who we are and what we do
9. High levels of personal motivation with the ability to manage own workload to planned timescales, able to work effectively under pressure using own initiative
10. Willing to adopt new ways of working, to research new sectors and learn new skills.
11. Team player that enjoys working in partnership with others to deliver common goals.

Part B

In addition to seeking further evidence on the above criteria, the following will also be explored at the interview stage:

1. Examples of previous marketing work.
2. Knowledge of the North East business environment.
3. Communication skills.
4. Approach to building and maintaining effective relationships with stakeholders.
5. Approach to working as part of a team.