

Communications Officer

Person Specification

We will use these criteria to assess your suitability for the job.

Essential

1. Show an understanding and ability to apply aspects of marketing and public relations theory including planning, implementation and analysis of strategies
2. Demonstrable experience of working in a marketing or public relations role
3. Experience of e-marketing and website content management systems
4. Experience of using social media professionally
5. Ability to work to tight deadlines and monitor budgets
6. Ability to work on own initiative
7. Ability to write, edit and proof copy
8. Capable of dealing professionally with internal departments and external bodies to actively promote the work of North East Museums
9. Committed to Equal Opportunities and anti-discriminatory practice
10. An interest in the sector

Desirable

1. Marketing, Communications or Public Relations qualification
2. Worked in the museums, arts, tourism, leisure or non-profit sector