Job Title:	**Marketing Executive - Bus Service Improvement Plan (BSIP) Projects**
Purpose:	**To plan, deliver and evaluate marketing activity to promote bus travel, working collaboratively with internal and external stakeholders, partners and agencies.**

Person Specification

Date: 20.09.23

Essential Criteria	
EDUCATION	
Appropriate degree or professional qualification	Application Form/ Certificate
SPECIFIC KNOWLEDGE	
Marketing and communications tactics and techniques	Application Form/Interview
Content management systems and marketing content creation	Application Form/Interview
Social media marketing and digital marketing	Application Form/ Interview
Customer engagement techniques and tactics	Application Form/Interview
SKILLS & COMPETENCIES	
Logical and analytical	Application Form/Interview
Strong team player	Application Form/ Interview
Ability to produce engaging copy for a range of audiences	Application Form/Interview
Marketing planning and evaluation skills including marketing metrics and ROI	Application Form/Interview
Passion for effective communication and marketing	Application Form/Interview
Aptitude to negotiate, influence and persuade	Application Form/Interview

EXPERIENCE	
Marketing campaign planning, delivery and evaluation	Application Form/Interview
2+ years in a marketing role	Application Form/Interview
Effective working with external agencies; namely creative, media and Customer Experience/PR.	Application Form/Interview
DESIRABLE	
Experience of travel and transport sector	Application Form/Interview
Experience of public sector	Application Form/Interview
Experience of website development / successfully launching a website	Application Form/Interview
Knowledge of digital analytics platforms and online campaign tracking	Application Form/Interview