

**APEX HOUSING**

**EMPLOYEE SPECIFICATION**

**POSITION:** Communications Officer

**DATE COMPLETED:** September 2022

<b>CRITERIA</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>EDUCATION/ QUALIFICATIONS/ ATTAINMENTS</b>  <b>RELEVANT EXPERIENCE</b>	<p>A third level qualification in a communications or marketing related subject + 2 years' experience in a similar communications and marketing role</p> <p><b>OR</b></p> <p>Educated to A-level standard or equivalent + 5 years' experience in a similar communications and marketing role</p> <p>Experience of implementing marketing and communication strategies and the production of marketing and communication materials.</p> <p>Demonstrable experience of managing content for websites and utilising social media in a marketing capacity.</p> <p>Experience of dealing with advertising, PR/ communication briefs.</p> <p>A track record of proven delivery, demonstrating both creative and analytical skills.</p>	<p>Postgraduate qualification in marketing or communications</p> <p>Relevant professional membership e.g. CIM or CIPR</p>
<b>SPECIALIST KNOWLEDGE / TRAINING</b>	<p>An understanding of digital marketing practice.</p> <p>Excellent level of IT literacy to include proficiency in Microsoft Office packages.</p> <p>Ability to write articles for press and print and digital media.</p> <p>Experience of using web content management systems and online e-zine systems.</p> <p>Experience of using online graphic design tools.</p> <p>Experience of using effective file management on file sharing platforms</p>	<p>Knowledge of relevant legislation e.g. data protection</p> <p>Experience of using Adobe Photoshop and InDesign</p> <p>Experience of using MailChimp</p> <p>Experience of using Google Analytics</p>
<b>PERSONAL SKILLS</b>	<p>Excellent communication skills and interpersonal skills with the ability to build strong working relationships with colleagues and stakeholders.</p> <p>Ability to work on a brief with minimum supervision.</p> <p>Highly analytical with good attention to detail.</p> <p>Ability to meet agreed deadlines and targets whilst managing a complex and varied workload.</p>	

<b>DISPOSITION</b>	Enthusiastic and self-motivated. Ability to maintain confidentiality. Flexible in approach. Ability to cope under pressure.	
<b>CIRCUMSTANCES</b>	**Full current driving licence and access to a car. Flexible regarding hours of work. Able to attend evening meetings as and when required.	

\* Apex reserves the right to enhance the criteria to facilitate shortlisting.

\*\* This criteria will be waived in the case of an applicant whose disability prohibits driving, but who is able to arrange suitable alternative arrangements