



Peacehaven Town Council

Marketing & Events Officer – Personal Specification

Key Criteria	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Educated to degree or diploma level in a relevant subject, e.g., marketing, PR, business, or equivalent work experience. 	<ul style="list-style-type: none"> A recognised professional qualification in marketing and/or communications.
Experience	<ul style="list-style-type: none"> Marketing and events management experience A knowledge of and an interest in the methods organisations use to promote themselves through social media is a necessity. Photo and video editing experience. Proven experience of working with a range of public and private sector partner organisations and of building and maintaining relationships. Ability to manage the day-to-day handling of all social media channels such as Facebook, Instagram, LinkedIn, Twitter, adapting content to different channels and audiences. Experience of working in an environment with high standards of governance and accountability. Customer service experience. Proven experience of web design and indepth knowledge of Wordpress. 	<ul style="list-style-type: none"> Proven experience of marketing and communications. Experience in tendering and managing contracts with 3rd party suppliers to manage events on-time and within budget. Flexibility on using different software platforms and driving web design updates.
Skills & Abilities	<ul style="list-style-type: none"> Excellent written and verbal communication skills with a particular focus on attention to detail and accuracy. Proof-reading and editing skills Highly organised with the ability to manage multiple projects in a timely manner. Strong team player able to demonstrate initiative. Strong IT skills, particularly in the use of Microsoft Office, e.g., Word, Excel, and Outlook, Adobe Illustrator & Design, Sketch, After Effects and Magento Web Design. 	
Other Attributes	<ul style="list-style-type: none"> Flexibility to work standard business hours when required. Attendance at Civic & Community Events Committee meetings as well as Annual Council Meeting. 	