

## APEX HOUSING

### EMPLOYEE SPECIFICATION

**POSITION:** Digital Communications Officer

**DATE COMPLETED:** November 2024

CRITERIA	ESSENTIAL	DESIRABLE
<b>EDUCATION/ QUALIFICATIONS/ ATTAINMENTS</b>	<p>A third level qualification in digital marketing, marketing, communications or related field + 2 years' experience in a communications / marketing role.</p> <p><b>OR</b></p> <p>Educated to A-level standard or equivalent + 3 years' experience in a communications / marketing role.</p>	<p>A recognised digital marketing qualification.</p> <p>Membership of relevant professional body (DMI, CIM).</p>
<b>RELEVANT EXPERIENCE</b>	<p>Planning and executing marketing campaigns across multiple digital channels.</p> <p>Delivering creative and engaging content for a variety of audiences.</p> <p>Organic content planning and paid for social advertising.</p> <p>Using website CMS and implementing SEO tactics.</p> <p>Using data analytics and insights.</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 create engaging content for digital media.</p> <p>Ability to use website CMS and online e-zine systems.</p>	<p>Experience of using Adobe Photoshop and Canva.</p> <p>Experience of using video editing software.</p> <p>Experience of using MailChimp.</p> <p>Knowledge of relevant legislation e.g. data protection.</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>Excellent written skills with ability to write fit-for-purpose digital content.</p> <p>Ability to work with minimum supervision.</p> <p>Creative, highly analytical with an eye for detail.</p> <p>Strong project management skills; ability to prioritise multiple tasks and adhere to deadlines.</p>	

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

\* 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.