

Person Specification

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| Post | Social Media Assistant |  | Dept | Marketing |
| Grade | ADMIN / SUPPORT |  | Ref No | 007-18 |

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| Education / Training |  | | Criteria Essential(E)  Desirable(D) | Measured By  Interview (I)  Application (AF) |
| GCSE English, Maths (A-C)  ICT qualification (e.g. ECDL) or equivalent.  Gained or working towards a recognised Marketing qualification. | | | E  E  D | AF/I  AF/I  AF/I |
| Relevant Experience | |  |  |  |
| Experience of creating social media campaigns, utilising, but not limited to using Facebook, Twitter, Instagram and Snapchat.  Familiarity with Pay Per Click (PPC) campaigns.  Experience of live streaming at events and creating spontaneous content.  Knowledge of social media marketing techniques.  Experience of using a Content Management System (CMS).  Demonstrate the ability to analyse data using Google Analytics and using other social monitoring tools.  The ability to handle a diverse workload and meet deadlines.  Experience of dealing with customers and colleagues at all levels.  Experience in busy a busy working environment and providing high quality customer service.  Experience in an educational environment. | | | E  E  D  E  D  D  E  E  E  D | AF/I  AF/I    AF/I  AF/I  AF/I  AF/I  AF/I  AF/I  AF/I  AF/I |
| Relevant Knowledge/ Skills & Aptitudes | |  | e / d | Measured By |
| Self-motivated and confident with excellent communication skills.  Knowledge of writing posts for social media adjusting the tone of voice to relative audiences.  Ability to interpret and disseminate information  Good knowledge of computer packages, including Word, Excel, Powerpoint, Email and Internet.  Desire to work as part of a team and ability to use own initiative and work unsupervised when required.  Ability to manage conflicting priorities. | | | E  E  E  E  E  E | AF/I  AF/I  AF/I  AF/I  AF/I  AF/I |
| Special Requirements | |  | E / D |  |
| The successful post holder would be expected to have a flexible approach to their work.  The successful applicant will need to have a DBS check to work in the College environment.  The post holder would be required to demonstrate an ability to discretion and maintaining confidentiality  Must be willing to undertake appropriate training and development in order to meet the requirements of the college.  Awareness of health and safety requirements.  Commitment to the principles of valuing diversity and equal opportunities.  Bolton College is committed to safeguarding and promoting the welfare of young people and vulnerable adults and expects all staff and volunteers to share this commitment. | | | E  E  E  E  E  E  E | I  I  I  I  I  I  I |