

DIGITAL MARKETING COLLABORATOR		<i>How demonstrated</i>				
ESSENTIAL		CV	Letter	Interview	Reference	Other
1.	Be committed to the aims and values of the College.		X	X	X	
2.	Hold a degree or equivalent qualification and/or experience.	X	X			Degree certificates
3.	Practical experience in a digital marketing role within a people and service focused organisation.	X	X	X	X	
4.	Proven experience and knowledge of current digital and social marketing techniques and platforms.	X	X	X	X	
5.	Knowledge and ability to identify new and emerging digital communications technologies and platforms.		X	X	X	
6.	Proven experience and knowledge of brand rules and values.	X	X	X	X	
7.	Ability to strategically think and plan digital marketing campaigns, which are aligned to the College's recruitment and marketing strategy.		X	X	X	
8.	Have the ability to analyse complex digital marketing problems and advise on appropriate solutions.	X	X	X	X	
9.	Have the ability to plan and prioritise workload to meet deadlines.		X	X	X	
10.	Have the ability to work independently and as part of a team.			X	X	
11.	Have good interpersonal skills with the ability to deal effectively with people from a wide variety of backgrounds.		X	X	X	
12.	Have the ability to communicate clearly orally, in writing, and through presentations, for internal audiences.	X	X	X	X	
13.	Be able to manage and use effectively the support staff and volunteers available to carry out duties.	X	X	X	X	
14.	Have a methodical approach to tasks with attention to detail.			X	X	
15.	Demonstrate excellent computer skills.	X		X	X	

16.	Experience in using email Marketing software eg, Hubspot and mailchimp.	X	X	X	X	
17.	Experience in using Jotform and integrating this with other software eg, Mailchimp, Google drive etc.	X	X	X	X	
18.	Experience in using Creative Cloud - Indesign, Photoshop and Illustrator.	X	X	X	X	
19.	Be an active participant in the life and worship of a local church.	X	X	X	X	
	DESIRABLE					
20.	Working knowledge of the College or Higher Education system	X	X	X		
21.	Have experience of e-learning.	X	X	X	X	
22.	Gathering digital marketing intelligence/data to disseminate to Director of Marketing & Recruitment. Ability to analyse and input to future digital marketing strategy.		X	X	X	
23.	Have a current driving licence.		X	X		