



Person specification			
Post title	Digital Marketing Assistant	Scale	Grade D

***** This post is exempt from the provisions of the Rehabilitation of Offenders Act – applicants must disclose all criminal convictions including those which are ‘spent’, in addition to any cautions and bindover orders received in the last 12 months *****

Criteria	Essential requirements	* M.O.A
Skills, knowledge, experience etc		
1	Experience of using social media platforms in a personal, educational or work setting.	A/I
2	Experience of creating basic digital content such as posts, graphics, images or short videos.	A/I
3	Excellent computer literacy including Microsoft Office skills	A/I
4	Confident in learning new software skills quickly	A/I
5	Experience and knowledge of communicating with a wide range of audiences	A/I
6	Proven track record in social media management and content creation	A/I
7	Experience and knowledge of managing websites and graphic design (Adobe Creative Suite, Cavana etc.)	A/I
8	Excellent team player	A/I
9	Experience of supporting email marketing or digital campaigns.	A/I
10	Experience of working in a leisure, customer service or membership-based environment.	A/I
11	Ability to create clear, engaging and accurate digital content.	A/I
12	Ability to follow brand guidelines, instructions and agreed processes.	A/I

13	Good written communication skills suitable for digital and customer-facing channels.	A/I
14	Ability to work effectively as part of a team and with colleagues across departments.	A/I
Qualifications		
15	Marketing relevant degree (Desirable) or equivalent educational attainment	C
16	GCSEs (or equivalent) including English and Maths, or equivalent relevant experience.	A/I/C
17	Willingness to undertake relevant training related to digital marketing systems and tools.	A/I
Health and safety		
18	Ability to use equipment as instructed and trained	A/I
19	Ability to inform management of any health and safety issues which could place individuals in danger	A/I
20	Ability to operate and ensure customers safety at all times	A/I
Personal attributes and circumstances		
21	Willing to learn and develop digital marketing skills.	A/I
22	Well organised with good attention to detail.	A/I
23	Commitment to continual professional development	A/I
24	Ability to work evening, weekends and Bank Holidays as required.	A/I

***Method of assessment (*M.O.A)**

A = Application form

C = Certificate

E = Exercise

I = Interview

P = Presentation

T = Test

AC = Assessment centre

Date	Approved by authorised manager	Designation
06/02/26	Sam Goodwin	Head of Business Management



We have a positive attitude to the employment of disabled people and guarantee an interview to those who meet **all** the necessary criteria of the person specification.

VOLAIR LIMITED