**JOB SPECIFICATION**

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| **CRITERIA** | **Application** | **Interview** |
| **QUALIFICATIONS** |  |  |
| Good general education, typically to the Higher/A level equivalent. | ✓ |  |
| **EXPERIENCE** |  |  |
| Have a proven track record of high quality project development, producing and writing | ✓ | ✓ |
| Experience of working with multiple stakeholders | ✓ | ✓ |
| Experience of using social networks as a tool for communication for an organisation/campaign | ✓ | ✓ |
| **KNOWLEDGE** |  |  |
| Demonstrable understanding of Students’ Unions or other democratic / voluntary organisations | ✓ | ✓ |
| Knowledge of planning web and digital strategies | ✓ | ✓ |
| Have general technical understanding of HTML, CSS, Adobe Packages, SEO, video production and content management systems | ✓ | ✓ |
| **ATTRIBUTES AND SKILLS** |  |  |
| Excellent written skills, including ability to produce clear and concise content for a wider variety of audiences | ✓ | ✓ |
| Excellent customer care skills (for dealing with UAL members, colleagues, University personnel, external agencies) | ✓ | ✓ |
| Able to work independently | ✓ | ✓ |
| Comfortable using Apple Macs, and associated software | ✓ | ✓ |
| Basic ability to code HTML/CSS |  |  |
| The ability to create and maintain strong working relationships. |  | ✓ |
| A flexible approach to working combined with the ability to work under pressure and to deadlines, whilst maintaining a high standard of professionalism and attention to detail | ✓ | ✓ |
| The ability to work effectively in a team | ✓ | ✓ |
| Enthusiasm to make mistakes but then put learning into practice immediately | ✓ | ✓ |
| **VALUES AND ETHICS** |  |  |
| Desire to work within a democratic, student-led environment | ✓ | ✓ |
| Understanding and commitment to equal opportunities |  | ✓ |
| Committed, positive, outgoing and approachable with a ‘can do’ attitude | ✓ | ✓ |
| Commitment to using skills and knowledge to help others | ✓ | ✓ |
| Demonstrably high standards of personal integrity | ✓ | ✓ |
| A willingness to occasionally work beyond traditional office hours. |  | ✓ |
| Demonstrates a positive approach to best practice and exceeding customer expectations. |  | ✓ |
| Commitment to own professional development |  | ✓ |