



Banbury Town Council

PERSON SPECIFICATION

Post Title

Marketing and Communications Manager

Post No.

BTC 19

	Essential		Desirable	
Qualifications	1	A degree or degree level marketing related qualification, or a track record of professional development, expertise and success in the field	1	
	2	School Education studying English and Maths (Literate and Numerate).	2	
	3	Valid Driving Licence	3	
Experience	4	Marketing & Communications	4	
	5	Working under own Initiative and as part of a team.	5	
Knowledge	6	Knowledge of social media outlets e.g. Facebook, Instagram and X. etc.	6	Knowledge of local media outlets and institutions
Skills	7	Computer literacy including word, excel, knowledge of website development packages plus using databases and desktop publishing packages.	7	Working in a public facing role
	8	Aptitude for new technologies and computerised systems.	8	Competency with graphic design software e.g., Adobe Suite, Photoshop and Illustrator.
	9	Report writing and proof-reading skills.	9	Good decision making, negotiating skills with the ability to problem solve.
	10	Ability to analyse documents and situations in order to advise on the appropriate management response.	10	Creativity and lateral thinking.
	11	Ability to work at a fast pace juggling various priorities.	11	
	12	Strong communication and interpersonal skills.	12	

	13	Enthusiastic self-starter with the ability to work well on their own initiative or as part of a team.	13	
	14	Excellent personal organisation and time management including ability to initiate, self-motivate and work to tight deadlines.	14	
	15	Commitment to equal opportunities.	15	
	16	Flexible approach to work.	16	
	17	Commitment to Health and Safety at Work.	17	
	18	Ability to work flexible and unsociable hours when required* <i>*A time off in lieu system operates at the Town Council as occasional evening, weekend and bank holiday working is an essential requirement of this post.</i>	18	
Other requirements / circumstances / aptitudes	19	Positive attitude and supportive to others.	19	
	20	Must have high standards who pays attention to detail.	20	

This Person Specification was created by	Mark Hassall	on	October 2023
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