### PERSON SPECIFICATION FORMAT

**Job Title:** Content Marketing Editor  
**Location:** Norwich  
**Job Ref. Number:**

<table>
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<tr>
<th>SECTION</th>
<th>ESSENTIAL CRITERIA</th>
<th>METHOD OF ASSESSMENT</th>
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| **Education / qualifications Training** | 1. General education with at least two A-levels or equivalent  
2. Vocational training in related subjects (eg journalism and/or digital publishing) will be an advantage.                                                                 | Application                                                                                          |
|                          |                                                                                                                                                                                                                   | Application/interview                                                                               |
| **Experience**           | 1. Extensive experience of working in publishing and some experience of working in digital publishing  
2. Leading a team (s) with mentoring and coaching experience  
3. Proven digital background including SEO, social media and analytics  
4. Experience of working on commercial initiatives will be an advantage. | Application/interview                                                                               |
|                          |                                                                                                                                                                                                                   | Application/interview                                                                               |
| **Knowledge / skills**   | 1. Excellent communication and collaborative skills  
2. Excellent organisational and people-management skills  
3. Be able to motivate a team  
4. Ability to work under pressure/deadlines and be able to prioritise  
5. Sound commercial knowledge and understanding | Interview                                                                                           |
| Work related attributes, qualities, competencies | 1. Ability to engage teams and individuals  
2. Must demonstrate strong creative skills  
3. Must demonstrate thorough knowledge of publishing  
4. Liaise with wide range of people within organisation on many different levels  
5. Ability to learn new technology, systems and processes quickly.  
6. To be up-to-date with all legal developments and the code of conduct.  
7. Ability to coach and mentor people in the team.  
8. Ability to be diplomatic and manage difficult situations at pressurised times. | Interview |

**Minimum Shortlist Score required (  )**

If more than six applicants meet the minimum shortlist score of (  )
only the top six score will be interviewed.

Date score entered:…/…/…

Prepared by: ……………………… Date prepared:…./…/….  

Reference No: