

**Person Specification
Marketing Executive**

Qualifications	<ul style="list-style-type: none"> Educated to degree level or equivalent relevant experience. 	Essential
Experience and Knowledge	<ul style="list-style-type: none"> At least 1-2 years' experience in a relevant marketing environment. Some experience within the legal sector. Strong grasp of Microsoft 365 including Word, Excel, Publisher and PowerPoint. Experience of Adobe Acrobat, Photoshop and Illustrator Knowledge of Google Analytics. Experience of image design and video editing (such as Canva, Kinemaster) Awareness of data protection legislation and principles of data confidentiality, particularly around marketing and data processing. 	Essential Desirable Essential Essential Desirable Desirable Essential
Skills and Behaviours	<ul style="list-style-type: none"> Strong inter-personal skills. Confident and assured whilst dealing with others. Strong communicator with good front of house skills. Demonstrates initiative in order to understand and manage the needs and expectations of others. Proactive; ability to identify problems and deal with them. Flexible and adaptable with the ability to handle difficult situations in trying circumstances. Ability to plan activity and manage competing priorities and demands in a proactive and structured way. Excellent organisational and time management skills with the ability to multi-task. Identifies and delivers positive outcomes, to agreed standards. Self-motivated with the ability to work independently whilst at the same time recognising the different roles within the team. Values the contributions of other team members. Good oral and written communication skills, accurate and with an excellent eye for detail. Ability to record and maintain accurate data. Seeks to apply new learning to personal work and that of the team and maximises the team's performance by sharing new knowledge. Keeps abreast of up-to-date training requirements. Actively seeks performance feedback and development opportunities in order to improve personal performance. High personal standards of honesty, discretion and integrity. Tact and diplomacy. 	Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential
Additional Requirements	The role of Marketing Assistant will occasionally involve working in the evening and, very rarely, on Saturday to assist with events.	Essential