



## Person Specification

**Job Title: Hub Marketing Officer**

	Essential	Desirable
<b>Qualifications:</b>		
Educated to GCSE standard, including English & Maths	X	
Educated to A level or equivalent		X
First Aid Certificate		X
<b>Experience</b>		
Experience in marketing/ communications/ promotion	X	
Experience of using social media to increase sales and /or engagement	X	
Experience in developing successful marketing strategies to increase sales and/ or engagement	X	
Experience in reaching specific target audiences	X	
A track record in establishing and maintaining positive partnerships and professional relationship.	X	
Experience in using CRM and IT systems	X	
Experienced in developing, planning, implementation and evaluation of successful campaigns and/or events	X	
<b>Knowledge</b>		
An understanding of the role of HIVE Portsmouth within the city		X
A good understanding of the VCSE sector and the issues important to the sector	X	
A thorough understanding of marketing, promotion and sales	X	
An understanding of good practise in record keeping and data protection within organisations	X	
<b>Skills</b>		
The ability to act with discretion, maintain high standards of integrity and behaviour.	X	
A confident and tenacious individual who will seek solutions to emerging issues to maintain partnerships and seek out appropriate opportunities	X	

The ability to manage conflicting priorities and diverse workload	X	
The ability to identify opportunities for joint development and collaborative working.	X	
Excellent organisation and administrative skills with the ability to work effectively to deadlines, meet targets and achieve results	X	
Excellent verbal and written communication skills	X	
Excellent report writing skills	X	
A willingness to learn and take on new responsibilities as HIVE Portsmouth evolves.		
The ability to analyse, interpret and apply data in planning and performance measurement.	X	
Proficient in IT and online systems, including Microsoft Office, CRM systems, SharePoint, Powerpoint and Microsoft Teams	X	
<b>Values</b>		
A strong commitment to our charitable objects	X	
A highly professional attitude and work ethic	X	
A flexible and adaptable approach to work with sound judgment, honesty and integrity	X	
A strong commitment to teamwork and delivering excellent customer service	X	
A willingness to take on different responsibilities as the role develops.	X	

HIVE Portsmouth brings people together to build a happier, healthier and more connected city.

HIVE Portsmouth is a registered charity in England and Wales (1189067) and a company limited by guarantee registered in England and Wales (12064936)