RCNi

PERSON SPECIFICATION FORM

# **POST:** **Audience Engagement and Social Media Assistant**

**DEPARTMENT: Editorial**

Key: A/F = Application Form, A/I = assessment and/or interview

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| EDUCATIONAL REQUIREMENTS | **A/F** | **A/I** |
| DesirableGCSE English and Maths or equivalent | ✓ |  |
| EXPERIENCE | **A/F** | **A/I** |
| EssentialExperience of using Instagram, Twitter, Facebook and LinkedIn | ✓  | ✓ |
| DesirableExperience of working within a social media/audience engagement environmentExperience of researching content topics, hashtags and other emerging social media trends. | ✓✓ | ✓✓ |
| SKILLS & KNOWLEDGE | **A/F** | **A/I** |
| EssentialAble to work to tight deadlines and manage time efficientlyAble to use Google Analytics and Google SheetsAble to use Microsoft Word, Excel Able to use electronic diary and emailAbility to demonstrate experience of data entryAbility to demonstrate good written and verbal communication skills Able to work in a teamAbility to work on own initiativeAble to demonstrate good organisation skillsDesirable | ✓✓✓✓✓✓✓✓✓ ✓ | ✓✓✓✓✓✓✓✓✓ ✓ |
| OTHER REQUIREMENTS | **A/F** | **A/I** |
| EssentialKnowledge and understanding of equal opportunities and diversity | ✓ | ✓ |

Person Specification Reviewed by: Sanoober Quamer

Reviewed: June 2021