**PERSON SPECIFICATION**

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| **Post Title:**Place Marketing Manager |  |

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| Qualifications and Experience |
| Criteria | Essential | Desirable | Method of Assessment |
| **Qualifications and Education** | Educated to degree level or an equivalent level CIPR/CIM qualification or equivalent level of work-related experience. | Membership of an appropriate professional body. | Application |
| **Experience and knowledge** | Experience in a similar role.Experience of the structure and workings of a large organisation.Experience of strategic marketing and working on campaigns in regional, national and international environments.Knowledge and experience of marketing an airport.Experience at managing people and external agencies. | Experience working with the public sector and knowledge of public sector funding. The aviation sector. | Application and interview |
| **Skills** | An accomplished communicator, both formally and informally at all levels within and outside the organisation.Excellent ability in written English.Ability to understand, analyse and distil a clear message from complex and potentially controversial information.Ability to appreciate different points of view and potentially varying interpretations of information and situations.Political awareness and sensitivity.Ability to think creatively.Commercial acumen and ability to negotiate and interact with key partners and stakeholders. |  | Application and interview |
| **Personal Attributes** | Strong Commitment to the public service.A high degree of integrity.Calm and able to work sensitively with difficult situations.Uses political judgement and sensitivity.Strong interpersonal and networking style.Committed to acting corporately and collaboratively. High-level of drive and motivation to achieve. Outcome and achievement focussed. Committed to equality of opportunity in employment and service delivery. Committed to continuous improvement.Commercial acumen and ability to negotiate and represent an organisation within a highly commercial and/or political environment.Self-starter with ability to lead campaigns and manage and inspire colleagues. |  | Application and interview |