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** |
| Desirable GCSE English and Maths or equivalent | ✓ |  |
| EXPERIENCE | **A/F** | **A/I** |
| Essential Experience of using Instagram, Twitter, Facebook and LinkedIn | ✓ | ✓ |
| Desirable  Experience of working within a social media/audience engagement environment  Experience of researching content topics, hashtags and other emerging social media trends. | ✓  ✓ | ✓  ✓ |
| SKILLS & KNOWLEDGE | **A/F** | **A/I** |
| Essential Able to work to tight deadlines and manage time efficiently  Able to use Google Analytics and Google Sheets  Able to use Microsoft Word, Excel  Able to use electronic diary and email  Ability to demonstrate experience of data entry  Ability to demonstrate good written and verbal communication skills  Able to work in a team  Ability to work on own initiative  Able to demonstrate good organisation skills  Desirable | ✓  ✓  ✓  ✓  ✓  ✓  ✓  ✓  ✓  ✓ | ✓  ✓  ✓  ✓  ✓  ✓  ✓  ✓  ✓  ✓ |
| OTHER REQUIREMENTS | **A/F** | **A/I** |
| Essential Knowledge and understanding of equal opportunities and diversity | ✓ | ✓ |

Reviewed: June 2021