Person specification for the role of Digital Marketer

Essential	Desirable
Up-to-date, relevant, in-depth, and broad experience of working in one or more of the following disciplines of the industry area of the apprenticeship standard, including practical and current knowledge of working practices, infrastructure, tools and technologies to support; Search marketing, Search engine optimisation, Email marketing, Web analytics and metrics, Mobile Apps, Pay per click and other major technologies.	Experience of preparing for and presenting to a target audience
Relevant industry experience equivalent to or higher than the level of the apprenticeship standard being assessed and /or relevant professional recognition at a level equivalent to or higher than the registration level of the apprenticeship standard being assessed.	Experience of marking and grading assessments
The possession of practical and up to date knowledge of the application of current working practices, infrastructure, tools and technologies appropriate to this occupation and of relevance to the sector/size of business in which they will be carrying out assessments.	Hold a current assessor qualification or be working towards one.
Occupationally competent with current experience in the apprenticeship's discipline they intend to assess.	
Hold the qualifications or demonstrate current experience as specified in the assessment requirements.	
Essential knowledge and skills: ➢ An understanding of apprenticeship standards, with specific knowledge about the relevant industry area for the role. ➢ Experience of producing clear, accurate and concise written reports, including remarks/enquiries about results. ➢ Proficient IT skills. ➢ Analytical, critical thinking skills. ➢ Excellent interpersonal skills. ➢ Excellent written and verbal communication skills with substantive experience of providing supportive, concise feedback to both learners, Assessors and delivery staff.	

➢ Organisational skills and the ability to prioritise effectively. ➢ Ability to work independently.	
Flexibility to travel across UK	
Driving license	