**PERSON SPECIFICATION**

**KNOWLEDGE AND EXPERIENCE**

The Head of Marketing & Communications will have the following experience:

**IT SKILLS**

* Good working knowledge of MS Office and relevant software such as Affinity Designer & Publisher; MailChimp; Canva.
* Good working knowledge of Google Analytics and social media scheduling software such as HootSuite, Meltwater, Agorapulse etc.
* A good understanding of CMS
* Will be comfortable recommending and introducing a CRM system
* An understanding of press evaluation software such as Vuelio is desirable

**PERSONAL ATTRIBUTES**

* Excellent written and verbal communication skills and confident in presenting to a range of internal and external stakeholders
* A creative thinker and problem solver with an eye for innovation
* Confident, outgoing and approachable
* Proven track record of managing and motivating a small team
* Must be able to lead by example
* A hands on manager who is prepared to occasionally work outside contracted hours as the need arises
* Excellent time management skills and ability to multi-task
* The ability to think strategically and contribute to HGT’s ambitious plans for the future.
* Energetic and resilient
* Positive and professional attitude
* An interest in historic buildings and landscapes desirable but must also have sound commercial judgement
* An interest in environmental and conservation issues desirable
* Positive and professional attitude

**QUALIFICATIONS:**

* A relevant degree/CIM qualification is desirable but preference will be given to relevant demonstrable experience
* Current driving licence