



# The Great North Air Ambulance Service

## Person Specification

JOB TITLE: Marketing Assistant

DEPARTMENT: Marketing

	Essential	Desirable
Qualification/Education/ Training	Degree qualified in marketing or a related subject.  Clean driving licence (the role requires business travel)	Chartered Institute of Marketing certified.
Experience	Experience of working on marketing campaigns.  Content / copywriting experience.  Demonstrable experience of writing for different audiences.  Demonstrable experience of creative thinking	Prior experience of working in a marketing environment.  Prior experience of working in a charity.  Experience of utilising databases to produce effective reports.
Skills/Knowledge	Excellent computer skills, especially Microsoft Office, including PowerPoint, Excel and Outlook.  Ability to work to deadlines in a fast-paced environment.	Competence in Adobe Suite, with emphasis on image editing software such as Adobe Photoshop.
Personal Characteristics/ Communication	Confident and self-motivated, with the ability to work as part of a team.  Highly organised with a keen eye for detail.  High levels of creativity  Excellent communication and interpersonal skills.	A passion for the third sector.