



TRAINEE DIGITAL MARKETING EXECUTIVE

PERSON SPECIFICATION

Creating Better Life Experiences.
One Home at a Time.

BLOOR HOMES[®]

Job title	Trainee Digital Marketing Executive
Responsible to	Web Manager

	ESSENTIAL	DESIRABLE
EXPERIENCE	<ul style="list-style-type: none"> No experience necessary 	
QUALIFICATIONS	<ul style="list-style-type: none"> The drive to complete a Digital Marketing related degree. 	
KNOWLEDGE & SKILLS	<ul style="list-style-type: none"> Excellent numerical and analytical skills, with strong commercial awareness. Experience formulating and managing reporting. IT Literate, with strong knowledge in MS Office, including Microsoft Word, Excel, and Outlook. Flexibility to work across various marketing functions Ability to work in a fast-paced environment and work across a number of projects. Keen eye for detail, in relation to auditing digital and website content. 	<ul style="list-style-type: none"> Good knowledge of all forms of digital communications, including social channels. Experience using content management systems, preferably Sitecore and/or WordPress.
ATTRIBUTES	<ul style="list-style-type: none"> Enthusiastic Hard worker Honest Trustworthy Good communicator Organised Positive attitude Flexible 	