

Person Profile

Arena Marketing Account Manager

CRITERIA	KNOWLEDGE AND SKILLS	METHOD OF ASSESSMENT
Qualifications and Training	<ul style="list-style-type: none"> • Good standard of literacy and numeracy * • Marketing or Business related qualification 	A/I A/I
Knowledge And Experience	<ul style="list-style-type: none"> • Experience of working in a similar role, minimum four years' experience • Experience of consumer marketing* • Experience/understanding of the entertainment or exhibition industry* • Experience in digital marketing* • Experience in using consumer research, data and profiling • Experience of using IT and the ability to use a variety of software packages* • Experience of working with clients to provide marketing services* 	A/I A/I A/I A/I A/I A/I
Skills/Abilities	<ul style="list-style-type: none"> • The ability to develop and execute marketing campaign plans to achieve business objectives* • The ability to write engaging copy and communicate effectively both verbally and in writing* • The ability to proof read accurately with excellent attention to detail* • The ability to manage budgets* • The ability to deal with a wide range of clients at all levels * • The ability to liaise and negotiate effectively • The capacity for creative and strategic thinking to help develop events and business opportunities* • A proven ability to manage under pressure and work to targets and tight deadlines* 	A/I A/I A/I A/I A/I A/I A/I

	<ul style="list-style-type: none"> • Self motivated and ability to work independently or as part of a team* • The ability to work on own initiative and to use initiative to problem solve and make decisions* 	A/I
Commitment	<ul style="list-style-type: none"> • An understanding of and personal commitment to the Brand Values of The ACC Liverpool Group* • Commitment to and the flexibility to work hours as determined by the business. This may include working evenings, weekends, night work and occasionally away from home* • Committed to on-going personal development 	A/I A/I A/I

Received in HR



Key:

* Essential (All others desirable)

I - Interview

P - Presentation

A - Application

E - Exercise

T - Test

AC - Assessment Centre

CS - Case Study

Applicants should provide evidence of meeting the criteria detailed in the table, particularly the essential criteria.