SUPPORTING STATEMENT TEMPLATE

**POST: Head of Marketing**

**DEPARTMENT:** **Marketing**

**CANDIDATE NAME:** Click here to enter text.

This form supplements your CV and must be completed in order to be considered for the role for which you have applied.

Please answer questions 1 and 2, as well as complete the template below to provide evidence of how you meet the person specification for the above post. This form should be emailed, with your CV and equal opportunities form, to [hr@rcni.co](mailto:hr@rcni.co)m before the specified closing date for the post.

If you have any questions, please contact HR.

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| 1. Do you have a kinship/relationship with an RCNi board or staff member? Please answer yes or no.   If yes, please state name and relationship | Click here to enter text.  Click here to enter text. |
| 1. Have you been convicted of a criminal offence not spent under the rehabilitations of offender’s act? Please answer yes or no.   If yes, please give details | Click here to enter text.  Click here to enter text. |

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| --- | --- |
| EDUCATIONAL REQUIREMENTS | **EVIDENCE** |
| Essential  Has achieved or is working towards a recognised marketing qualification e.g. Certificate/Diploma, or has relevant equivalent experience  Desirable  Degree or equivalent level qualification in a relevant subject  Direct marketing courses  IDM/CIM type membership | Click here to enter text. |
| EXPERIENCE | **EVIDENCE** |
| Essential  Experience of managing a team  Significant experience of digital marketing and ecommerce  Experience of online marketing  Experience of Social networking/Marketing  Experience of product launches  Experience of understanding financial statements  Desirable  Association publishing  Marketing e-learning products | Click here to enter text. |
| SKILLS & KNOWLEDGE | **EVIDENCE** |
| Essential  Effectively managing teams  Handling budgets including understanding financial statements  Campaign management  Newstrade promotions  Circulation management  Commissioning research  Advertising support  PR campaigns  Branding activity  Knowledge of online marketing  Knowledge of ecommerce  Knowledge of product launches  Ability to manage time effectively and to meet deadlines  Excellent written, verbal and numeracy skills  Ability to work across departmental boundaries and build effective working relationships with others  Data analytics | Click here to enter text. |
| **OTHER REQUIREMENTS** | **EVIDENCE** |
| Essential  Willing and able to undertake travel and occasional overnight stays | Click here to enter text. |

**Declaration**

By completing and returning this form, I certify that I have the right to work in the UK and that the information provided is correct and agree that if my application is successful it should form part of the basis of my engagement. I authorise RCNi to check the information that I have supplied as deemed reasonable by RCNi. I understand that falsification of qualifications or any other information may lead to my dismissal without notice. Where applicable, I consent that the organisation can seek clarification regarding professional registration details.