

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.com 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** |
| EssentialHas achieved or is working towards a recognised marketing qualification e.g. Certificate/Diploma, or has relevant equivalent experienceDesirableDegree or equivalent level qualification in a relevant subjectDirect marketing coursesIDM/CIM type membership | Click here to enter text. |
| EXPERIENCE | **EVIDENCE** |
| EssentialExperience of managing a teamSignificant experience of digital marketing and ecommerceExperience of online marketing Experience of Social networking/Marketing Experience of product launchesExperience of understanding financial statementsDesirableAssociation publishingMarketing e-learning products | Click here to enter text. |
| SKILLS & KNOWLEDGE | **EVIDENCE** |
| EssentialEffectively managing teamsHandling budgets including understanding financial statementsCampaign managementNewstrade promotionsCirculation managementCommissioning researchAdvertising supportPR campaignsBranding activityKnowledge of online marketing Knowledge of ecommerceKnowledge of product launchesAbility to manage time effectively and to meet deadlinesExcellent written, verbal and numeracy skillsAbility to work across departmental boundaries and build effective working relationships with othersData analytics  | Click here to enter text. |
| **OTHER REQUIREMENTS** | **EVIDENCE** |
| EssentialWilling 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.