

PERSON SPECIFICATION
Digital Creative Project Assistants

Criteria	Essential/ Desirable	Application Form / Supporting Statement / Interview
1. An understanding of communication design.	Essential	Supporting Statement / Interview
2. Has a strong eye for visual composition.	Essential	Supporting Statement / Interview
3. Has experience of creating compelling content for magazines, journals, blogs, news releases, social media and for communication campaigns.	Essential	Supporting Statement / Interview
4. Technical skills including some or all of the following: Photoshop, Illustrator, InDesign, Premier, After Effects, WordPress, HTML and CSS.	Essential	Supporting Statement / Interview
5. Understands the need to work with research data and analytics to inform and evaluate creative decisions.	Essential	Supporting Statement / Interview
6. Ability to work to tight deadlines.	Essential	Supporting Statement / Interview
7. Awareness of environmental and sustainability issues.	Desirable	Supporting Statement / Interview

- Application Form – assessed against the application form and where appropriate, curriculum vitae. Applicants will not be asked to answer a specific supporting statement. Normally used to evaluate factual evidence e.g. award of a qualification. Will be “scored” as part of the shortlisting process.
- Supporting Statements - applicants are asked to provide a statement to demonstrate how they meet the criteria. The response will be “scored” as part of the shortlisting process.
- Interview – assessed during the interview process by either competency-based interview questions, tests, work-related exercise, presentation or teaching session etc.