Person Specification

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Marketing Officer</th>
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<tr>
<td>Programme:</td>
<td>Development and Communications</td>
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<tr>
<td>Job Reference No:</td>
<td>AD1128</td>
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<td>Grade:</td>
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### QUALIFICATIONS / EDUCATION

**Essential:**
- BA in Marketing, Advertising, Communications, or equivalent

**Desirable:**
- Other relevant qualifications

### EXPERIENCE

**Essential:**
- Demonstrable experience of developing and implementing marketing plans which have led to an increase in visibility and profile
- Experience of working on and devising marketing campaigns
- Experience of creating impactful digital and print marketing and communications material
- Demonstrable experience of building effective working relationships both internally and externally
- Experience of communicating complex ideas in an engaging way for a variety of audiences
- Experience of managing and growing social media accounts
- Experience of managing websites
- Experience of creating and managing digital content
- Experience of reporting and analysis linked to marketing activities

**Desirable:**
- Graphic Design skills and knowledge of Adobe InDesign, Canva, Adobe Photoshop
- Experience with company branding
- Skills in Adobe Illustrator and Motion graphics/Adobe After Effects
- Experience of coaching more junior communication and marketing professionals

### SKILLS

- Excellent spoken and written English
- Excellent language and communications skills
- Demonstrated ability to present complex concepts in ways that are understandable without losing accuracy
- Highly organised with excellent time management skills and the ability to manage multiple conflicting priorities and demands
- Excellent working knowledge of digital marketing concepts
- Excellent working knowledge of tools for reporting and analysis of marketing activities
- Desirable: Adobe InDesign, Canva, Adobe Photoshop

**TYPE OF PERSON REQUIRED**

Passionate about conservation and the environment, the successful candidate will have the drive, resilience and flexibility to achieve significant increases in the profile and visibility of UNEP-WCMC and our work. A natural relationship builder, the individual will enjoy being part of a busy, dynamic and supportive team and will thrive as a mentor to other more junior team members. They will have a proactive approach that is impact focused and will be fast and responsive to meet multiple demands.

**OTHER RELEVANT INFORMATION**

This is not a United Nations post.