## By submitting this application you declare that the information supplied as part of it is true and complete, and consent to any of this information being checked or verified. You also declare that you understand that any deliberate omission, falsification or misrepresentation as part of your application may be grounds for rejecting your application or, should the discovery occur following your appointment, grounds for the termination of your position.

## Part A: Personal Details

| Full Name |  |
| --- | --- |
| Full Address |  |
| Telephone Number |  |
| Email |  |

Do you have any unspent criminal convictions? Yes/No (Delete as appropriate)

Do you require a work permit to work in the UK Yes/No (Delete as appropriate)

## 

**Please indicate below where you saw this position advertised.**

|  |
| --- |

## 

## Part B: References

Please provide contact details for two referees, one of which must be your current employer. If you have not been employed, one of your referees must be the head of an education or training establishment you have attended or the manager of a voluntary group or organisation for whom you have worked. Referees will not be approached unless a conditional offer of employment is made to you.

| Full Name and Job Title |  |  |
| --- | --- | --- |
| Full Address |  |  |
| Contact details | Email: | Telephone: |

| Full Name and Job Title |  |  |
| --- | --- | --- |
| Full Address |  |  |
| Contact details | Email: | Telephone: |

## 

## 

## Part C: Your Educational and Employment Background

Beginning with your current or most recent employment please give a full account of your work and educational history in the boxes below. This should be in reverse chronological order and go back to your secondary education. Please insert further rows if necessary.

| Date from (mm/yy) | Date to (mm/yy) | Type of occupation (Employed, Self Employed, Voluntary, Full time or Part time education).  AND  Name and Address of Employer or Education establishment | In the case of work, job title and brief summary of duties.  In the case of education, subjects and grades. |
| --- | --- | --- | --- |
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## Part D: Professional qualifications and training

Please give details of any vocational training courses attended, including any resulting in professional qualifications.

| Course title, level, results (if appropriate) | Date |
| --- | --- |
|  |  |

Please give details of membership of any professional bodies or associations relevant to this role.

| Name of Association, level of membership, etc | Date |
| --- | --- |
|  |  |

## Part E: Please describe how you meet the person specification.

Please **give detailed examples** below **under each bullet point** of how your experience and skills meet our requirements.

These criteria are divided into essential and desirable. Candidates meeting all the essential criteria will be preferred for this post but we do not expect experience across all desirable criteria. An ability to meet at least some of the desirable criteria, however, will be an advantage to candidates.

### Essential Criteria

* Experience of managing social media activity for a consumer-facing organisation or brand
* Proven track-record of creativity and production of high-quality social-first content (bite-size video, imagery, graphics)
* Solid understanding of the consumer targets for weddings, funerals and naming ceremonies
* Experienced in working with limited budgets and finding creative solutions to challenges
* Team orientated and collegiate, with a clear understanding of working within brand guidelines
* Analytical, able to use data to inform future plans and to justify recommendations

### Desirable Criteria

* Experience of helping shape social strategy and increasing audience engagement
* Skilled at juggling various projects and competing priorities
* Familiarity with all key channels, expecially Instagram, YouTube, Pinterest, Facebook