

Digital Marketer Competency Requirements

Category	Must Have	Nice to Have
Qualifications and Experience	University level qualification or equivalent in Digital Marketing	Experience working in the Digital Marketing field
IT software	Google Analytics	Hootsuite (training provided)
	Google Console	Screaming Frog (training provided)
	Google Tag Manager	SEO Optimizer (training provided)
	Microsoft Office Suite (excel, word, powerpoint)	Webflow (training provided)
Social Channels	Facebook (Meta)	TikTok
	Instagram	
	Twitter	
	LinkedIn	
Customer Service/Relationship Management	Put the customer first and prioritise service delivery	Experience in customer service
	Respond to queries promptly	
Technical Skills	Content writing	Website optimisation
	SEO knowledge for content writing	Marketing strategy development
	Proofreading	Email Marketing
	Report writing	
	Data analysis	

Competency	Meaning
Use of Initiative	Making the most of opportunities as they arise
Verbal Communication	Understanding others and being understood verbally
Written Communication	Understanding others and being understood in written communication
Planning and organisation	Scheduling activities and resources in order to achieve an objective
Analytical	Understanding complex information, making connections, drawing conclusions
Decision making	Weighing things up and reaching a decision
Creating	Coming up with new ideas, approaches or solutions
Being observant	Noticing and acting on signals given by people, organisations or society
Persisting	Continuing even when there are setbacks or unexpected events
Flexibility	Doing something you're not used to, or didn't intend to do, as the situation requires
Performing under pressure	Being effective in situations of pressure e.g. time pressure, risk
Self-awareness	The ability to tune into your feelings, thoughts and actions
Helping	Offering time, effort and resources to achieve someone else's goal
Monitoring	Verifying whether one's own or someone else's actions or products are satisfactory
Teamwork	Works well within a group and is able to communicate ideas, value others opinions and contribute to a team effort to achieve objectives
Attention to detail	High performance standards and notices small mistakes, typos and other imperfections in written and design work
Writing	Can communicate using concise, clear and appropriate language in various different tones (as appropriate to the client)
Accountability	Takes account for own actions, including the impact on others of decisions taken. Views oneself as a reflection of the organisation.

