

Person Specification: Tutor (Digital Skills)			
	Requirement	Essential (E) or Desirable (D)	Assessed by
Qualifications or training	1. Level 3 or higher Teaching Qualification	E	A /I/ C
	2. Relevant qualification in one or more of the curriculum areas delivered (Digital)	E	A/I/ C/T
	3. Math and English GCSE at C or above (or equivalent)	E	A/ C
	4. Assessor and Verifier awards (or willingness to complete within agreed timescale)	E	A / C
Experience, Knowledge, Skills and Abilities	• A minimum of 3 years' experience working in the digital sector	E	A/I
	• Experience in the use of digital devices, communication applications, software and networks.	E	A/I/T
	• Able to demonstrate experience in the following areas;	E	A/I/T
	<ul style="list-style-type: none"> • Mobile optimisation • Search engine optimisation (SEO) • Social media marketing • Improving customer experience with digital technologies • Email marketing • PPC marketing • Mobile apps/devices • Cloud services • The analysis of data to measure the impact, for example using Google analytics • Marketing including running digital media campaigns • Making, delivering and uploading films 	E	A/I/T

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	<ul style="list-style-type: none"> • Ability to use different on-line transaction services, including digital payment platforms 	E	A/I/T
	<ul style="list-style-type: none"> • Experience of using data management systems, such as CRM's 	E	A/I/T
	<ul style="list-style-type: none"> • Experience of delivering training and teaching in one or more of the curriculum areas up to Level 3 (and higher where possible) 	E	A/I
	<ul style="list-style-type: none"> • Evidence of on-going professional development in one or more related areas and / or recent experience of working in a related area 	E	A/I
	<ul style="list-style-type: none"> • Working knowledge in relation to relevant standard or framework and associated awarding bodies 	E	A/I
	<ul style="list-style-type: none"> • Able to manage time and self effectively to achieve targets and ensure apprentices are kept on track 	E	A/I
	<ul style="list-style-type: none"> • Developing good working relationships with employers 	E	A/I/T
	<ul style="list-style-type: none"> • Experience of carrying out observations and providing developmental feedback to colleagues 	E	A/I
	<ul style="list-style-type: none"> • Able to work effectively as part of a team 	E	A/I
	<ul style="list-style-type: none"> • Excellent IT and communication skills – written and verbal 	E	A/I
	<ul style="list-style-type: none"> • Experience of using internal CRMs and web based systems 	E	A/I
	<ul style="list-style-type: none"> • Knowledge of statutory requirements in relation to Health and Safety, Data Protection, Equality and Diversity and Safeguarding 	E	A/I
	<ul style="list-style-type: none"> • Ability to set target and provide learner and employer feedback 	E	A/I
	<ul style="list-style-type: none"> • Flexible attitude to work tasks, employers and management of a learner caseload 		

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Other	1. Understanding of non-accredited and accredited learning including apprenticeship programmes		E	A/I
	2. Understanding of Safeguarding and Prevent		D	A/I
	3. Ability to work 'out of normal hours' and to travel to employers and other company sites		E	A/I
				Assessment Methods Key
				Application (A)
				Interview (I)
				Test (T)
				Presentation (P)
				Certificates (C)