

**APPLICATION FORM**

**Please complete in black ink**

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| **Job Application**Closing Date for Applications: **22nd April 2018**Role Title: **Digital Marketing Officer**Department: **Marketing**  | **Please complete and post to:-****FAO Gina Keohane****HR Assistant, Culture Coventry****Coventry Transport Museum****Millennium Place, Hales Street****Coventry, CV1 1JD****Or via e-mail to gina.keohane@culturecoventry.com** |
| **Personal Details – Please complete this section in capital letters**Title: Mr/Mrs/Miss/MsLast name:.........................................................................First Name(s)............................................................................Address......................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................Post Code:........................................Home Telephone Number:................................................Mobile Telephone Number:...............................................................Other Contact Number:........................................................................................................................................................E-mail Address:.................................................................................................................................................................. |
| Are you eligible to work in the UK? Yes/No National Insurance Number:  |
| First Reference (Current or last employer):Name and address: Telephone No:E-mail Address: In what capacity do they know you? | Second Reference:Name and address: Telephone No:E-mail Address: In what capacity do they know you? |
| If you are known to them by another name please state below: | If you are known to them by another name please state below: |
| Can we take up references without contacting you beforehand? Yes No | Can we take up references without contacting you beforehand? Yes No |

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| How many working days have you lost due to sickness absence over the last 2 years? ............................................................. |
| **Driving Licence – Only complete this if a driving licence is required for the job.**Do you have a full current driving licence? YES/NO Do you have the use of a car? YES/NOWhat type of licence do you hold? (List entitlement/category codes)…………………………………………………… |

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| **Current Employment Status** Employed Unemployed Temporary  |
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| Name and full address of current/previous employer: | Job Title:Date Appointed:Notice Required:Present Salary: |
| Current/Previous Duties |
| Reason for leaving? |
| Why are you applying for this position? |

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| Career history, **the most recent first**. You should include paid, unpaid and voluntary work relevant to the position you are applying for. |
| Date from: | Date to: | Employer | Job Held | Salary/Grade | Reason for Leaving |
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Educational/Training and Academic qualifications (only if relevant to the requirements on the Person Specification).

Please note that you will be required to bring original documents as proof of qualifications if selected for interview.

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| Date(s) | Level | School/College/University | Subject/Course Title | Result |
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**SELECTION CRITERIA**

**Knowledge**

Please review the job description summary for the role and state in the box below, in no more than 800 words, how you can demonstrate the required knowledge for this role in the following key areas:

* Creation and delivery of digital marketing campaigns
* Social media and content management platforms
* Creation of engaging content

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**Competencies**

Our organisational values are key to achieving our vision, aims and objectives, we will therefore be assessing all candidates against these throughout the selection process. Please demonstrate your competency against the following values in no more than 400 words per box.

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| **COLLABORATION** | Tell us about a time when you have developed (or contributed to) and implemented a digital marketing campaign with internal or external partners. We are particularly interested in hearing about the role that you personally played and the outcome of the campaign. |
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| **INNOVATION** | Tell us about a time when you have developed (or contributed to) an innovative transformation. We are particularly interested in hearing about the role that you played and how you evaluated the success. |
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| **BUSINESS MINDED** | Tell us about a time when you have developed an organisations profile locally, nationally and internationally, supporting the development of target audiences. We are particularly interested to understand the role that you played in making this happen. |
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| **Describe below any relevant additional skills, competencies, experiences, knowledge, you think are relevant to the job. (max. words 300)** |
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| **Working Time Directive** **-** Are you intending to hold additional jobs? YES/NOIf yes, please state the number of hours you will be working in other jobs in this boxThis information is required to ensure we comply with Working Time Regulations. |

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| Are you related to any Board Members or employees of Culture Coventry YES/NOIf YES, please state name(s), relationship(s) and position(s) |

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| **Safer Recruitment Practice -** Culture Coventry is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. |

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| **Rehabilitation of Offenders and Criminal Records Disclosure –** Successful applicants for posts that are exempted from the provisions of the Rehabilitation of Offenders Act 1974 will require a criminal record disclosure. Criminal records will be taken into account only when a conviction is relevant to the post you are applying for.  |

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| **Disability –** Culture Coventry welcomes applications from disabled people. This means that the Trust is committed to interviewing all applicants with a disability who meet the minimum criteria for a job vacancy and to consider them on their abilities. * Do you consider yourself to have a disability that you would like us to be aware of at this stage of the application process? YES/NO
* Would you welcome the opportunity to discuss any reasonable adjustments you require either during the recruitment process or to enable you to do the job? YES/NO
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| **Data Protection Act 1988 –**The personal data that you provide will be used in connection with your application for vacancies at the Trust. Your information will be shared with the Recruitment Panel and will be used for research, analysis and statistical purposes and it may also be used to meet our statutory obligations under the Disability Discrimination Act 1995. Unsuccessful candidate’s application forms will be destroyed after 6 months. |

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| **Signature –** I certify that to the best of my knowledge, the information given on this form is correct and true. I understand that my application may be rejected or that I may be dismissed for withholding relevant details or giving false information. I also understand that the information I have provided may be subject to checking. I have not canvassed a Board Member/employee of Culture Coventry either directly or indirectly in connection with this application and I will not do so.Signature: Date:**Please note: If you return this form by e-mail, your signature confirming the above will be requested if you are invited to attend an interview. If you are printing this form out and returning it by post, please sign in black ink before returning it.**   |

Culture Coventry Limited; Registered in Cardiff, Wales, No. 8359113;

Registered under the Charities Act 1960, Registration No. 1152899

Culture Coventry Ventures Limited - Registered in Cardiff, Wales, No. 5263892

Culture Coventry Events Limited – Registered in Cardiff, Wales, No. 8108478

Registered Offices – Herbert Art Gallery & Museum, Jordan Well, Coventry CV1 5QP

**Confidential**

**Equal Opportunities Monitoring Form**

Culture Coventry is committed to equal opportunities in employment and service delivery. To help use do this, all applicants are required to complete this form. This will not be given to the selection panel.

We will not discriminate on the grounds of age, disability or impairment, employment status, gender, gender reassignment, home address, marital status, nationality, national origin, race, religious belief, responsibility for dependents, sexual orientation or trade union membership.

If you require these forms in a different format, please contact Gina Keohane.

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| Job Title: **Digital Marketing Officer** |

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| Please tick: **Gender Male Female** **Date of Birth**  DD MM YYYY |

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| **Ethnic Group (These groups are from the 2001 National Census)** |
| 1. 1) Choose one section from a) to e).

2) Then select the box that best describes your cultural or ethnic background.3) If you select the last box within any category, please detail your ethnicity in the space provided underneath. | **a) White**British Irish Any other white background Please state | **b) Mixed**White and Black Caribbean White and Black African White and Asian Any other mixed background. Please state |
| 1. **c) Asian or Asian British**

Indian Pakistani Bangladeshi Any other Asian background. Please state. | **d) Black or Black British**Caribbean African Any other black background. Please state.  | **e) Chinese or other ethnic group**Chinese Any other Please state**.** |

**2) Disability Discrimination Act 1995**

Culture Coventry is required by the government to record numbers of applicants protected by the Disability Discrimination Act 1995. This information is also important in monitoring the success of Museum policies and initiatives that aim to attract more applications from people with disabilities.

* The Disability Discrimination Act 1995 protects people who:

- have an impairment

- are disabled

- have long-term health conditions

This is providing that this has a "substantial and long term\* adverse effect on a person's ability to carry out normal day-to-day activities".

\* Long term is defined as 12 months or longer (or, if the condition is a new one, the expectation that it will be 12 months or longer).

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| **Disability Discrimination Act** Do you think that you have a disability in accordance with the terms of the Disability Discrimination Act 1995? Yes No  |

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| **Media:** Where did you find out about this vacancy? School/College/Careers Service Job Centre Information from existing employee Advertisement \*  \* Please specify where the advert was seen­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Casual Enquiry  Job Opportunities Circular Website - **please state which one** Recruitment Event  |
| **Data Protection Act 1998 -** The personal data that you provide will be used in connection with your application for vacancies at the Museum. Your information will be shared with the Recruitment Panel and will be used for research, analysis and statistical purposes and it may also be used to meet our statutory obligations under the Disability Discrimination Act 1995. Unsuccessful candidates’ application forms will be destroyed after 6 months.I agree to the processing of the information that I have provided.**Signature: Date:** |

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