# Application Questions – Marketing & Communications Manager

**IMPORTANT: PLEASE READ BEFORE APPLYING**

In order to avoid unconscious bias in recruitment, we will only assess your application based on what you write on this document. We will not have access to your CV until after we have finished shortlisting. Please make sure you include anything you think relevant in the answers to the questions as we will not be able to assess you on anything you do not put on this form.

If you do not feel comfortable given written answers to questions, we will also accept video or audio recordings of you answering the questions. If you choose to submit a recording, the shortlisting panel will hear your voice (and, if you submit a video, know what you look like) but will not have access to your CV, your name or your previous experience.

Please do not feel a need to create a bespoke CV for the role.

**How to complete:**

Please answer each question. Try to give us enough detail to demonstrate that you meet each of the areas on the person specification.

With each question include an example and explain what you did, how it demonstrates your skills and experience and what the outcome was. We have grouped the criteria together where we think they may be related. You can answer each question with one example if it covers all the areas listed or you can use a different example to explain each area.

For tips and information on completing this document, please read the document “Applying for a job at Attitude is Everything” and the “Examples of how to answer application questions”.

Once you have completed the Application Questions, attach it to an email with your CV and send it to administrator@attitudeiseverything.org.uk with “Marketing & Communications Manager Application” as your subject line.

Application deadline: **Monday 26 May at 11pm**

Interviews:Planned for **Wednesday 4 June 2025**

If you have any questions about the role, please contact administrator@attitudeiseverything.org.uk.

**Why are you interested in this role at Attitude is Everything?**

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**Explain and give an example as to how you meet the following areas of the person specification.** You can answer each question with one example if it covers all the areas listed or you can use a different example to explain each area.

**Disability and lived experience**

* Strong personal commitment to and understanding of the Social Model of Disability and the barriers disabled people face in accessing music and live events.
* Strong understanding of disability, diversity, inclusivity, and intersectionality in communications, with the ability to explain why representation matters.
* Ability to explain the impact of shared lived experience in driving positive change.

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**Accessibility in digital & written communications**

* Experience in producing accessible digital and written formats.
* Knowledge of inclusive and accessible design, including multiple accessible formats (e.g. Easy Read, Large Print, BSL interpretation, Audio Description).

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**Website and social media content**

* Professional experience managing multiple social media platforms, understanding different audiences and strategies involved in each platform
* Ability to use analytics and other data to inform content strategies.
* Experience in editing and creating accessible, user-focused website content in WordPress or similar platforms.
* Strong understanding of multiple methods of accessibility in social media and website content, including practical experience of reviewing the accessibility of digital content.

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**Asset creation & copywriting**

* Skilled in writing, editing, proofreading, and reviewing engaging online content.
* Ability to craft compelling written content.
* Ability to prioritise workloads to meet organisational needs, with support from line management.

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**Staff and team management**

* Ability to line manage staff and freelancers in a supportive and motivating way
* Knowledge of how to work effectively with colleagues to develop an accessible workplace culture

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**Right to Work**

Under the Immigration Act 1996, we are required to ask for proof of your right to work in the UK. This will be requested once an offer of employment has been made.

Do you require a work permit to work in the UK?

[ ]  Yes [ ]  No

**Criminal convictions**

Do you have any criminal convictions (excluding any considered “spent” under the Rehabilitation of Offenders Act 1974)? (Minor motoring offences should be disregarded):

[ ]  Yes [ ]  No

**References**

Are you able to provide the names, job titles and email addresses of two people who can provide you with a reference outlining your suitability for the role? One should be your current or most recent employer.

* We will not contact anyone for a reference until we have made you an offer for a job and will always check with you before contacting your current employer.
* Please provide the details in the space below. If your references are on your CV, you do not need to repeat this information here.

**Reference 1**

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**Reference 2**

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**Declaration**

I declare that I have answered all the questions in this document to the best of my knowledge and that all of the information that I have given is correct. Misleading statements may be sufficient grounds for cancelling any agreements made.

**Name:** Click or tap here to enter text.

**Date:** Click or tap here to enter text.