

Job Specification Template

Here is a sample job specification, which is prepared for a marketing manager in a telecom company.

Education	Must be an engineer and MBA in marketing for a reputed MBA institute
Work experience	Must have prior work experience in marketing & sales (preferably telecom or FMCG)
Skills & Knowledge	<ol style="list-style-type: none">1. Must be a good communicator and must be able to lead a team.2. Prior experience in handling ATL-BTL activities and managing promotional events.3. Must be able to handle social media like Facebook, Twitter and help build online brand4. Experience in managing PR and media5. Strong analytical skills and problem solving skills6. Must understand business, come up with innovative products and launch them
Personality Traits & Characteristics	<ol style="list-style-type: none">1. Must be presentable and a good orator2. Should be calm in complex situations and show leadership skills in managing multiple teams3. Should be emotionally strong and should give timely deliverables

The above table is a sample of job specification. More specific details can also be put to give a better understanding about the job.