

PERSON SPECIFICATION
 for the post of **MARKETING AND COMMUNICATIONS OFFICER**

QUALIFICATION(S)	Essential	Desirable	*Method of Assessment
Relevant professional qualification or NVQ Level 4 or degree or equivalent work experience	✓		A, C
Significant experience of working in a relevant area e.g. marketing or communications		✓	A,I
EXPERIENCE	Essential	Desirable	*Method of Assessment
Proven experience of providing a first class marketing and communications	✓		A, I
Can demonstrate extensive experience of establishing and maintaining positive relationships with a range of internal/external stakeholders		✓	A, I
A background in marketing and communications within the charity sector		✓	A, I
Can demonstrate experience of planning, creating and delivering innovative marketing campaigns		✓	A, I,
Experience of managing different social media platforms and able to use digital channels to improve reach, efficiency and impact of campaigns/messages		✓	A, I
Experience in writing news releases and planned communications	✓		A, I, E
Recent work (paid or voluntary) within a communications, PR or marketing environment		✓	A, I
Experience of writing blogs and articles (print and online)		✓	A, I,
Experience of managing digital advertising (including Google AdWords and Facebook Insights)		✓	A, I
Experience of updating websites through content management and analysing results (including Google Analytics)		✓	A, I
Experience of design programmes/ photo editing		✓	A, I
Working within a team environment		✓	A, I
Working with volunteers		✓	A, I
KNOWLEDGE, SKILLS & ABILITIES	Essential	Desirable	*Method of Assessment
Excellent verbal and written communication skills, with first-rate attention to detail and ability to adapt to suit subject and audience	✓	✓	A, I, E
Knowledge of and skills in social media management, with a focus on increasing reach and engagement		✓	A, I
Demonstrable knowledge of and advanced skills in Microsoft Office applications (Word, Outlook, PowerPoint, Excel)		✓	A, I, E
Proven track record of ability to deliver		✓	A, I
Ability to analyse data and research to inform decision making		✓	A, I
Affinity with the ethos of the charity		✓	A, I
Awareness of marketing issues and principles within and outside of the charity		✓	A, I
Ability to manage varied workload (balancing office work, team meetings, supervision, multiple communications projects)		✓	A, I
Ability to manage digital campaigns using Google AdWords	✓	✓	
Excellent telephone and interpersonal skills		✓	A, I
Ability to produce creative designs/artwork for print and digital requirements (Adobe Illustrator, Photoshop and InDesign)		✓	A, I

Ability to take initiative and work without regular prompting		✓	A, I
Ability to work to tight deadlines and react quickly to opportunities		✓	A, I
Ability to handle confidential and sensitive information appropriately		✓	A, I
Knowledge of and skills in <i>Raiser's Edge</i> programme		✓	A, I
Knowledge of and skills in Raisers Edge NXT or similar e-news distributor		✓	A, I
Ability to work with / encourage volunteers		✓	A, I
Willingness to undertake further training as required		✓	A, I
Safeguarding children/ vulnerable adults (safe practice awareness)		✓	A, I
PERSONAL	Essential	Desirable	*Method of Assessment
Anti-discriminatory practice (positive regard for diversity and equality)		✓	A, I
Ability to work within and contribute positively to the ethos and values of a charity		✓	A, I
Emotional intelligence and literacy		✓	A, I
Ability to empathise whilst being able to make professional judgements within emotionally challenging environments	✓	✓	A, I
Willingness to work some unsocial hours (planned)		✓	A, I

* **Method of Assessment:** A = Application Form; I = Interview; C = Certification or other evidence; E = Exercise