

Person Specification

Marketing and Communication Officer

Personal Skills / Characteristics	Criteria	Method of Assessing
1. Experience		
1.1 Experience of working in fundraising marketing or communications	D	CV / I / S
1.2 Experience of working or volunteering in third sector	D	CV / I / S
1.3 Experience of producing high quality and effective communications	E	CV / I / S
1.4 Experience of website maintenance and content production	D	CV / I / S
1.5 Experience of working in a team to achieve a goal	E	CV / I / S
1.6 Experience of having built relationships with media	D	CV / I / S
1.7 Experience of meeting targets	E	CV / I / S
2. Qualifications and training		
2.1 Qualification to degree level or qualified by experience	D	CV
2.2 Degree in marketing, communications, public relations or related	D	CV
2.3 Literacy and numeracy Level 2 / GCSE English and Maths Grade C or above	E	CV / CQ
3. Special skills and knowledge		
3.1 Up to date knowledge of marketing and communication best practice	E	CV / I / S
3.2 The ability to identify and communicate with a diverse audience	E	CV / I / S
3.3 Excellent presentation and verbal communication skills. Ability to communicate both on the telephone and face-to-face in a friendly, efficient and professional manner	E	CV / I / S
3.4 Excellent numeracy and attention to detail.	E	CV / I / S
3.5 Organised and methodical approach to plan and deliver against a varied workload, managing competing priorities under own initiative and to meet deadlines and targets	E	CV / I / S
3.6 Ability to establish rapport quickly and build relationships with others.	E	CV / I / S
3.7 Ability to motivate and engage team members	E	CV / I / S
3.8 Evidence of continuous professional development in relation to marketing and communications	D	CV / I
3.9 Excellent IT skills, particularly Microsoft Word, Excel, Outlook, Powerpoint and Publisher	E	CV / I
4. Personal qualities		
4.1 Ability to work as a member of a team or on own initiative	E	CV / I / S
4.2 Willingness / ability to travel within the charity's area of operation, and on occasions outside the charity's area of operation	E	CV / I / S
4.3 Full current and clean driving licence and access to own vehicle or the use of a vehicle	E	CV

4.4 Willingness / ability to work flexibly outside of normal office hours, including weekends and evenings as required	E	I
4.5 Maintain professional relationships at all times	E	I
4.6 Commitment to undertake further training and continued professional development	E	CV / I / S
4.7 Ability to fulfill all aspects of job description	E	CV / I

D = Desirable

E = Essential

The postholder will be required to undergo and obtain a satisfactory Enhanced Disclosure and Barring Services check.

Disability Discrimination Act 1995

The ways in which a disabled person meets the criteria for a post must be assessed as they would be after any reasonable adjustments required had been made. If appropriate, disabled candidates should indicate in a letter accompanying their CV if they have needs which should be considered at the short listing stage.

Short listing will solely be from the CV and accompanying letter, against the criteria marked "S", therefore you **must** ensure these areas have been demonstrated. It is not sufficient to state, for example, "I have knowledge of community fundraising".

SHORT LISTING PANEL

KEY:	CV = CV & letter	CQ = Qualification Certificate	I = Interview	S = Short listing
1.		2.	3.	Interview Offered: YES <input type="checkbox"/> NO <input type="checkbox"/>