

## PERSON SPECIFICATION

**JOB TITLE:** Head of Marketing and Communications (Temporary Maternity Cover)

**DATE:** June 2020

**RESPONSIBLE TO:** CEO

	Essential	Desirable
<b>Qualifications</b>	<p>Degree.</p> <p>Good level of educational attainment up to A level.</p> <p>5 GCSEs or equivalent. Passes in Maths and English at grade C or above.</p>	<p>Relevant marketing or communications training.</p>
<b>Experience</b>	<p>Experience in a marketing or communications environment.</p> <p>Experience of working for a charity.</p> <p>Experience of implementing a strategy plan.</p> <p>Experience of working with key organisational stakeholders.</p> <p>Experience using databases and mailing lists.</p> <p>Experience of writing content for a range of communication channels including web, newsletters, email and social media.</p> <p>Experience of managing a departmental budget.</p> <p>Experience of managing a brand.</p> <p>Experience designing marketing materials such as flyers and newsletters.</p>	<p>Experience overseeing and supporting successful events and coordinating presence at exhibitions.</p> <p>Line management experience.</p> <p>Experience writing press releases.</p>

	<b>Essential</b>	<b>Desirable</b>
<b>Skills</b>	<p>Excellent Microsoft Office skills (including Word and Excel).</p> <p>Excellent communication and interpersonal skills.</p> <p>Excellent written skills and experience of tailoring messages for different audiences effectively.</p> <p>Experience of using content management systems, including WordPress.</p> <p>Strong administrative, time management and organisational skills.</p> <p>Keen attention to detail and a high level of proofreading skills.</p> <p>Positive and enthusiastic attitude.</p>	<p>Experience in using design products.</p> <p>Basic photography skills.</p>
<b>Abilities</b>	<p>Works effectively and supportively on shared objectives with colleagues.</p> <p>Ability to research information efficiently and independently.</p> <p>Literate, numerate and articulate.</p> <p>Ability to use initiative and work independently as well as part of a team.</p>	
<b>Essential personal qualities</b>	<p>Passion and enthusiasm for marketing and communications and working in a charity environment.</p> <p>Commitment to high standards of work.</p> <p>Flexible, adaptable and able to relate well to different types of people.</p> <p>A commitment to safeguarding and promoting the welfare of children and vulnerable adults.</p>	