

## PERSON SPECIFICATION

JOB TITLE: Marketing and Communications Officer  
DATE: May 2022  
RESPONSIBLE TO: Head of Marketing & Engagement, Head of External Relations

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	<p>Good level of educational attainment up to A level.</p> <p>5 GCSEs or equivalent.</p>	<p>Degree</p> <p>Marketing or communications training.</p>
<b>Experience</b>	<p>1-2 years' relevant experience in a marketing and/or communications role. Voluntary work will be considered as equivalent.</p> <p>Experience of writing content for a range of communication channels including websites, newsletters, emails and social media.</p> <p>Experience using databases and mailing lists with email service providers to produce tailored communications for stakeholders.</p> <p>Experience designing basic marketing materials such as flyers and newsletters.</p> <p>Experience of managing a busy workload and priorities; working to tight deadlines under pressure.</p> <p>Experience of general office tasks (e.g. scanning, filing, answering telephone queries, conducting basic research).</p>	<p>Experience of working for a charity.</p> <p>Experience supporting successful events.</p>

### Essential

#### Skills

Excellent Microsoft Office skills (including Word, Excel and PowerPoint).

Excellent communication skills.

Excellent written skills and experience of changing messages for different audiences effectively.

Strong administrative, time management and organisational skills.

Keen attention to detail and a high level of proofreading skills.

Positive and enthusiastic attitude.

#### Abilities

Works effectively and supportively on shared objectives with colleagues across the organisation.

Literate, numerate and articulate.

Ability to use initiative and work on projects independently, as well as being part of a team.

### Desirable

Basic photography skills.

Ability to use ThankQ (or similar) CRM database at a competent level or higher.

Experience of using content management systems (e.g. WordPress).

Experience in using Canva or equivalent design programme.

**Essential  
personal qualities**

**Essential**

Passion and enthusiasm for marketing.

Commitment to high standards of work.

Flexible, adaptable and able to relate well to different types of people.

A commitment to safeguarding and promoting the welfare of children and young people.