

PERSON SPECIFICATION

JOB TITLE: Communications and Events Manager (1-year fixed term maternity Cover)

DATE: May 2023

RESPONSIBLE TO: Head of Marketing and Engagement

	Essential	Desirable
Qualifications	<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>Degree</p> <p>Relevant marketing or communications training.</p>
Experience	<p>At least 1-2 years' experience in a marketing or communications environment.</p> <p>Experience of implementing a marketing and communications plan.</p> <p>Experience of working with key organisational stakeholders.</p> <p>Experience of running events for internal and external audiences; digital and face to face.</p> <p>Experience using databases and mailing lists.</p> <p>Experience of writing content for a range of communication channels including web, newsletters, email, social media and press releases.</p> <p>Experience of managing an events budget.</p> <p>Experience of working to brand guidelines.</p>	<p>Experience coordinating presence at exhibitions</p> <p>Experience writing press releases</p> <p>Experience of working for a charity.</p>

	Essential	Desirable
	Experience designing marketing materials such as flyers and newsletters.	
Skills	<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>Strong administrative, time management and organisational skills. Ability to project manage multiple projects in parallel.</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 e.g. Canva</p> <p>Basic photography skills.</p> <p>Experience of using content management systems, including WordPress.</p>
Abilities	<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>	

	Essential	Desirable
Essential personal qualities	<p>Passion and enthusiasm for marketing, communications and events, 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>	