

**PERSON SPECIFICATION**

**Marketing and Communications Officer**

REQUIREMENT	ESSENTIAL	DESIRABLE	ASSESSMENT METHOD
<b>QUALIFICATIONS/ TRAINING</b>	<ul style="list-style-type: none"> <li>Degree or relevant marketing qualification</li> <li>Full UK Driving Licence and availability of vehicle insured for business use</li> </ul>	<ul style="list-style-type: none"> <li>Member of The Chartered Institute of Marketing</li> </ul>	<ul style="list-style-type: none"> <li><i>Application Form</i></li> <li><i>Driving Licence and Insurance Documents (at interview)</i></li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>Relevant experience in Marketing &amp; Communications, preferably gained in the charity sector</li> <li>Experience of campaign development and management to support brand awareness and fundraising goals</li> <li>Experience of devising communications strategies on modest budgets</li> <li>Experience of drafting news releases and liaising with media to secure coverage</li> <li>Experience of working to tight deadlines and in a fast-changing environment</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working in the charity sector</li> </ul>	<ul style="list-style-type: none"> <li><i>Application Form</i></li> <li><i>Interview</i></li> <li><i>Presentation</i></li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>Proficient in using social media marketing &amp; communications across key platforms (Facebook, Twitter, LinkedIn)</li> <li>Good working knowledge of Microsoft Office and able to link usage to a CRM database</li> <li>GDPR and PECR compliant</li> </ul>	<ul style="list-style-type: none"> <li>Awareness of current issues within the charity sector and the NHS</li> <li>Knowledge of local area</li> </ul>	<ul style="list-style-type: none"> <li><i>Application Form</i></li> <li><i>Interview</i></li> </ul>
<b>SKILLS/ ABILITIES</b>	<ul style="list-style-type: none"> <li>Excellent organisational skills.</li> <li>Excellent written and verbal communication skills</li> <li>Eye for design and ability to produce in-house marketing materials as required</li> <li>Able to work independently as well as part of a team</li> <li>Ability to work with a broad range of organisations and people of all ages and backgrounds</li> <li>Sound decision making skills</li> </ul>		<ul style="list-style-type: none"> <li><i>Application Form</i></li> <li><i>Interview</i></li> <li><i>Presentation</i></li> </ul>

	<ul style="list-style-type: none"> <li>• Able to work using own initiative</li> <li>• Able to recognise and resolve complex issues, referring on to the Head of the Charity where appropriate</li> </ul>		
<b>PERSONAL QUALITIES</b>	<ul style="list-style-type: none"> <li>• Motivated and driven by UHCW Charity's cause</li> <li>• Able to instil passion and enthusiasm in others</li> <li>• Flexible and able to plan and readjust work in response to changing circumstances</li> <li>• Proven track-record of building strong working relationships with a wide range of people- internally and externally</li> <li>• Self-determination and drive</li> <li>• Commitment to equal opportunity and diversity</li> </ul>		<ul style="list-style-type: none"> <li>• <i>Application Form</i></li> <li>• <i>Interview</i></li> </ul>
<b>EFFORT/ ENVIRONMENT</b>	<ul style="list-style-type: none"> <li>• You may be required to work during evenings or weekends occasionally</li> <li>• Willing and able to travel across the Coventry and Warwickshire region for meetings and events</li> <li>• Able to handle difficult, sensitive or emotionally distressing situations, particularly when working with families of patients of the hospital or donors who have suffered a recent bereavement</li> </ul>		<ul style="list-style-type: none"> <li>• <i>Application Form</i></li> <li>• <i>Interview</i></li> </ul>

An enhanced DBS check will be required before the appointment can be confirmed.