

Person Specification



Senior Marketing and Communications Officer

The criteria below reflect the realistic requirements in terms of skills, abilities, qualifications and personal attributes necessary for effective performance in this post.

| | Essential | Desirable |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Qualifications | <ul style="list-style-type: none"> ✓ A level or equivalent qualification | <ul style="list-style-type: none"> ✓ Professional Marketing or PR qualification |
| Experience | <ul style="list-style-type: none"> ✓ 2 years marketing and / or communications experience ✓ Experience of managing marketing campaigns ✓ Experience of working to Marketing and communications plans ✓ Ability to write compelling articles for multiple audiences ✓ Experience of budget setting and monitoring ✓ Use of digital marketing ✓ Experience of working within brand guidelines | <ul style="list-style-type: none"> ✓ High level of attention to detail ✓ Proof reading skills |
| Skills and Knowledge | <ul style="list-style-type: none"> ✓ Excellent oral and written communication skills ✓ Exceptional planning and administration skills ✓ Methodical approach ✓ Confident in the use of MS Office suite programmes ✓ Knowledge of Brand redesign ✓ Sound knowledge of Equal Opportunities and Safeguarding legislation with the ability to apply this as appropriate within the role ✓ Proven history of developing internal communications | <ul style="list-style-type: none"> ✓ Experience of working in the charity sector ✓ Experience of working with volunteers ✓ Working knowledge of design and print specifications ✓ Experience of managing a CRM database |
| Personal | <ul style="list-style-type: none"> ✓ Motivated and enthusiastic ✓ Flexible and adaptable ✓ Empathic and empowering ✓ Problem solver and decision maker with the ability to implement decision in line with a clear understanding of the limits of authority within the post ✓ Ability to remain calm in a busy developing environment and to meet tight deadlines ✓ Appreciate diversity; non-judgmental approach ✓ Good sense of humour, enjoy working within a team | |
| Other | <ul style="list-style-type: none"> ✓ Full current driving licence with ability and willingness to use own vehicle ✓ Commitment to the work and values of Blythe House Hospicecare | |