

PERSON SPECIFICATION

POST: Communications and Fundraising Officer

No	Item	Essential Desirable	Method of Assessment
1	Qualifications/Experience		
	Level 4 or above qualification proving a high standard of writing with an excellent command of the English language.	E	App Form
	Experience of delivering creative PR and brand building media coverage.	E	App Form Interview
	Experience of growing social media following and effective campaigns.	E	App Form Interview
	Success in delivering third sector community fund raising campaigns.	D	App Form Interview
	Experience of delivering third sector communications.	D	App Form
	Experience of managing volunteers.	D	Interview
2	Skills:		
	Excellent written and verbal communication skills including the ability to write concise and engaging copy.	E	Interview Test
	Ability to work collaboratively as part of a team.	E	App Form Interview
	Understanding of and empathy with the needs and aspirations of different groups of older people	D	App Form Interview
	Excellent planning skills and a flair to identify and maximise opportunities.	E	Interview
	A self-starter with good organisational skills, an ability to work under pressure and to tight deadlines.	E	App Form
	Graphic design skills	D	App Form
3	Other Requirements		
	Understanding of and empathy with the differing needs and aspirations of different ages and groups of older people.	E	Interview
	Commitment to promoting Equality, Diversity and Inclusion within the charity	E	Interview
	IT literate	E	App Form
	Able to travel between different sites	E	Interview
	Ability to work flexibly, including occasional evenings and weekends	E	Interview