

## PERSON SPECIFICATION: COMMUNICATIONS OFFICER

	Essential	Desirable
<b>Skills, Knowledge &amp; Experience</b>		
Plan and manage own and others' workload	X	
Ability to think and plan strategically	X	
Ability to analyse information and produce reports	X	
Broad knowledge and understanding of the third sector		X
Ability to use Microsoft Office package	X	
Experience of planning and delivering stakeholder engagement activities	X	
Experience of producing concise, professional copy for all types of media including press releases, articles, websites, podcasts, newsletters and presentations	X	
Experience of producing a communications strategy	X	
Email marketing experience	X	
Use of google analytics / similar website tracking systems	X	
Experience of promotion through social media		X
Experience of event organisation	X	
Up to date knowledge and ability to use digital technology	X	
<b>Education/Qualifications</b>		
Educated to degree level	X	
<b>Other Requirements</b>		
Valid driving licence and access to a car with business insurance for work purposes	X	