# Person Specification

**Job Title:** Digital Engagement Co-ordinator **Job Ref:** *YS/DEC/21*

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| **1. Educational/Professional Qualification** | **Essential** | **Desirable** |
| * A degree in a relevant field
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| * Educated to HND level
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| **2. Career Experience** |  |  |
| * Experience in a communications role
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| * Experience of developing publications in both print and digital formats
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| * Experience of producing content for corporate/organisational social media accounts including YouTube, twitter, Facebook, Instagram
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| * Experience of delivering social media campaigns
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| * Experience of promoting and supporting events
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| * Experience of working with designers, printers and web-agencies
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| * Experience of working in a membership organisation
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| * Experience of the voluntary youth sector
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| **3. Specialist Knowledge and skills** |  |  |
| * Good copywriting and editing/proofing skills
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| * Practical skills in using website content management systems, management information systems, social media dashboards and digital tools such as SurveyMonkey, Event Brite, Adobe Acrobat, podcasting.
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| * Practical skills in email marketing, including list management, segmentation, automation and use of email marketing tools such as Mailchimp
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| * Film editing and production
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| **4. Skills/Aptitudes/Interests/Potential** |  |  |
| * Excellent communication skills – verbal and written
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| * Excellent attention to detail
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| * Ability to work under pressure and meet deadline
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| * An ability to plan, meet targets with minimum supervision, use initiative and make decisions
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| * Good interpersonal skills and ability to work as part of a team
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| * A ‘can do’, flexible approach
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| **5. Personal Circumstances** |  |  |
| * Willingness to work very occasional evenings and weekends
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| * Self-motivated and enthusiastic
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