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