

## Fundraising and Communications Officer Person Specification

Criteria	Essential	Desirable	How Assessed
<b>Experience</b>	<ul style="list-style-type: none"> <li>- Has a minimum of 2 years' experience of raising funds in a community setting on a paid capacity or has worked in a related discipline (e.g., PR, marketing, sales, project management etc.)</li> <li>- Has worked as part of a small team</li> <li>- Experience of setting and working to budgets, targets, and plans</li> <li>- Has experience of recruiting and managing volunteers and donors/supporters</li> <li>- Experience of delivering talks to community groups and organisations</li> <li>- Has worked with local press/media</li> <li>- Has conducted local event marketing/PR</li> <li>- Experience of planning and managing local events</li> </ul>	<ul style="list-style-type: none"> <li>- More than 2 years' experience in a similar position in the voluntary sector</li> <li>- Has successfully managed an income and expenditure budget</li> <li>- Has delivered presentations to local businesses and has recruited sponsors/supporters as a follow up</li> </ul>	Application/Interview
<b>Qualifications &amp; training</b>	<ul style="list-style-type: none"> <li>- Educated degree level with a relevant marketing qualification, although experience in lieu of qualifications will be considered</li> </ul>	<ul style="list-style-type: none"> <li>- Member of a relevant professional body</li> </ul>	Application / Certificate of qualification / Test (as applicable)
<b>Skills &amp; abilities</b>	<ul style="list-style-type: none"> <li>- Excellent communication and presentation skills</li> <li>- Able to build and maintain good working relationships with people</li> <li>- Able to prioritise, plan and organise own workload</li> </ul>	<ul style="list-style-type: none"> <li>- Sound information gathering and analytical skills</li> <li>- Previous experience of Raisers Edge</li> </ul>	Application / Interview / Presentation

	<ul style="list-style-type: none"> <li>- Able to work to targets, plans and budgets</li> <li>- Excellent interpersonal and networking skills</li> <li>- Excellent communication, influencing and negotiation skills</li> <li>- Able to plan and organise activities and campaigns, including marketing/PR including use of social media platforms and content writing</li> <li>- Good IT skills including word processing, email, and data recording/database use</li> </ul>		
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>- Knowledge of different methods of fundraising</li> <li>- Awareness of how to motivate and support volunteers, supporters etc</li> <li>- Knowledge of fundraising operational procedures (e.g., health &amp; safety, legal issues etc.)</li> <li>- In depth knowledge of fundraising principles, methods, and procedures</li> <li>- In depth knowledge of marketing, PR etc</li> </ul>	<ul style="list-style-type: none"> <li>- Understanding of different supporter/volunteer needs and methods of relationship building</li> <li>- Knowledge of how to manage and motivate people</li> </ul>	Interview
<b>Other requirements</b>	<p>Driver with clean driving licence and access to own car</p> <p>Willing to work unsocial hours when required</p>		