

Person Specification

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| Post Title: Communications & Marketing Coordinator – Individual Giving | | Grade 4 | Department: Communications & Marketing - Income Generation | |
| Criteria relevant to the job | Essential Requirements necessary for safe and effective performance in the job | Method of Assessment | Desirable Where available, elements that contribute to improved/immediate performance in the job | Method of Assessment |
| Qualifications and Training | <ul style="list-style-type: none"> Educated to Degree level or with relevant experience within communications and / or marketing. English and Maths GCSE grade A-C. | Application form | <ul style="list-style-type: none"> Marketing degree. Marketing certificate or relevant business or marketing experience equivalent to NVQ level 3. Experience working within a public or third-sector environment. Experience working or volunteering in a fundraising team. | Application form |

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| <p>Experience</p> | <ul style="list-style-type: none"> • Previous experience of working in a marketing or communications role. • Experience of developing and delivering successful marketing projects or campaigns. • Experience of monitoring and analysing performance indicators. • Experience in producing copy to effectively communicate information / promote products or services to different audiences using different channels. • Experience using digital channels to communicate information (e.g. social media, e-newsletters / web content) • Experience of setting up sponsored ads using Facebook Advertising and other social media platforms. • Experience of working positively with agencies and suppliers – such as printers, designers and mailing houses. • Experience in using a database to input, retrieve and analyse information. • Experience of obtaining quotations and raising purchase orders and of working to a set budget. • A good understanding of the principles of customer (supporter) care and the measures that are used to achieve high levels of customer satisfaction. | <p>Application form and interview</p> | <ul style="list-style-type: none"> • Experience of managing the technical aspects of a website including developing and maintaining SEO. • Experience of marketing automation. • Experience in data segmentation. • Experience using Google Analytics to monitor digital marketing activities. • Experience in video production to communicate information and promote activities. • Graphic design skills. | <p>Application form and interview</p> |
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Skills and Knowledge

- Working knowledge of marketing and the techniques used to promote products or services.
- Knowledge of social media and how to develop a marketing campaign.
- Excellent written and verbal communication skills.
- The ability to write engaging and succinct copy, tailored to a range of audiences and purposes.
- Strong attention to detail and ability to proof read effectively.
- Ability to analyse data and produce reports, spreadsheets and briefings.
- Knowledge of design to successfully brief graphic designers.
- The ability to prioritise workload effectively.
- The ability to work on own initiative as well as part of a team.
- Excellent organisational and planning skills with the ability to prioritise and to meet deadlines.
- IT Skills in MS Office.

Application form and interview

- Knowledge of Google Analytics, Twitter, Facebook Ad Manager, and CMS.
- An awareness of data legislation including GDPR and PECR regulations.
- Ability to design or edit graphics using design software.

Application form and interview

Personal Attributes

- Excellent communication and team working abilities.
- Ability to build good internal and external relationships, both with staff, supporters and volunteers.
- High level of accuracy, in the presentation of information and attention to detail.
- A self-motivated and enthusiastic team player, able to collaborate successfully with different departments.
- Creative with an eye for design and visual branding
- Flexibility and adaptability will be required in response to an ever changing working environment.
- Passion for learning within the field of digital marketing channels which is always evolving as technology advances.
- Able to evidence behaviour consistent with the Hospice values of professionalism, compassion, choice, integrity, respect and reputation.

Interview

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| Special Requirements | <ul style="list-style-type: none"> • Willingness to work outside agreed hours when required. • Willingness to train and learn new skills. • Ability for independent travel. | Interview | | |
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Signature of Post holder: **Date:**

Signature of Manager: **Date:**