

Person Specification

Post Title: Communications and Marketing Manager

Grade: 5

Department: 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	<p>English and Maths GCSE grade A-C</p> <p>Educated to Degree level or with relevant experience.</p>	Application form	Communications or Media related Degree or qualification.	Application form
Experience	<p>Experience working in a marketing or communications role.</p> <p>Experience in management or supervision.</p> <p>Experience of developing an operational plan for a team or department and achieving operational goals set within.</p> <p>Experience of monitoring and analysing data and performance indicators to improve operational delivery and inform individual and team decision making.</p>	Application form / Interview	<p>Experience working in a Communications or Marketing role within a public or third-sector organisation.</p> <p>Experience of managing the technical aspects of a website including developing and maintaining SEO.</p> <p>Knowledge of charitable legislation.</p> <p>Knowledge of GDPR.</p> <p>Experience of marketing automation.</p> <p>Experience managing crisis communication scenarios.</p>	Application form / Interview

	<p>Proven experience of successfully planning and running creative PR campaigns, with strong results in print and broadcast media.</p> <p>Experience managing and delivering successful marketing or communications campaigns from conception to implementation and evaluation.</p> <p>Experience of working with the media, within a PR or journalistic role.</p> <p>Experience of using effective storytelling.</p> <p>Experience of conducting one-to-one interviews and discussing sensitive issues.</p> <p>Experience of brand management.</p> <p>Experience using digital marketing channels and platforms to promote services and products.</p> <p>Experience of writing and editing content for the web.</p> <p>Experience managing the production of high-quality publications.</p> <p>Previous experience of working positively with agencies and suppliers – such as printers, designers and mailing houses.</p> <p>Experience in using a CRM database to accurately input, and retrieve information.</p> <p>Experience of managing a budget.</p>		<p>Experience of running tender processes.</p> <p>Experience of working with internal and external stakeholders to develop stakeholder engagement and communication plans.</p> <p>Experience of managing people or a team remotely.</p>	
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<p>Skills and Knowledge</p>	<p>Working knowledge of marketing and communications and the techniques used to promote products or services.</p> <p>Outstanding writing skills.</p> <p>Ability to write engaging and succinct copy, tailored to a range of audiences and purposes.</p> <p>Presentation skills (both written and verbal).</p> <p>Knowledge of social media and other digital platforms.</p> <p>Ability to build excellent internal and external relationships, both with staff, supporters and volunteers, at all levels.</p> <p>Coaching and mentoring skills.</p> <p>Self-sufficient and able to work independently with minimal supervision on a day-to-day basis.</p> <p>Adaptable and strong verbal communicator, able to communicate both professionally and sensitively with patients, staff, volunteers, journalists, supporters and the public.</p> <p>Able to work to deadlines and juggle a range of projects, prioritising the requirements of departments across the organisation. Ability to work under time constraints and meet deadlines</p> <p>Attention to detail and ability to proof read effectively and provide constructive feedback, as required.</p>	<p>Application form Interview</p>	<p>Ability to undertake graphic design at a basic level.</p> <p>Negotiating skills</p> <p>Knowledge of the hospice movement.</p> <p>Knowledge of Google Analytics, Twitter, Facebook Ad Manager, and CMS.</p> <p>An awareness of data legislation including GDPR and PECR regulations.</p> <p>Ability to design or edit graphics using design software.</p>	<p>Application form Interview</p>
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	<p>Ability to analyse data, reports, spreadsheets and briefings and interpret the information to make judgements and inform decision making.</p> <p>Proficient IT Skills in MS office.</p> <p>Excellent organisational skills.</p> <p>Exceptional attention to detail and accuracy.</p> <p>Knowledge of design to successfully brief graphic designers and wider team.</p>			
<p>Personal Attributes</p>	<p>Excellent communication and team building abilities.</p> <p>A very strong performance ethic - driven and motivated.</p> <p>A flexible and enthusiastic team leader.</p> <p>Able to collaborate successfully with different departments.</p> <p>High level of accuracy, in the presentation of information and attention to detail of self and of team.</p> <p>A proactive attitude.</p> <p>Solution driven.</p> <p>Resilient and able to work under pressure.</p>	<p>Interview</p>		

	<p>Passion for learning and developing skills.</p> <p>Embraces innovation and improvement.</p> <p>Sensitive, approachable and tactful disposition.</p> <p>A creative eye for design and visual branding.</p> <p>Ability to influence without always having direct authority.</p> <p>Able to evidence behaviour consistent with the Hospice values of professionalism, choice, integrity and reputation.</p>			
Special Requirements	<p>Willingness to work outside agreed hours when required</p> <p>Willingness to train and learn new skills.</p> <p>Ability for independent travel.</p>			

Signature of Post Holder:

Date:

Signature of Manager:

Date: