

Person Specification

Post Title: Communications, Marketing and Engagement Manager

Grade: 6

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	English and Maths GCSE grade A-C	Application Form	Communications or Media related Degree or qualification.	Application Form
	Educated to Degree level or with relevant experience.	Application Form	A track record of continued professional development within the field of Communications and Marketing.	Application Form
Experience	Extensive experience of working within a Communications and Marketing role with specialist understanding of a range of work procedures and practices within the field.	Application form / Interview	Experience of using graphic design software.	Application form / Interview
	Experience of developing and delivering on a strategic or operational plan for a team or department and achieving set objectives.	Application form / Interview	Experience working for a Charity or Hospice.	Application form / Interview
	Experience of line management and managing a team function or department. Overseeing departmental workload and allocation and responsibilities. Management experience will include conducting appraisals, managing sickness, monitoring training, conducting supervision meetings; reviewing and managing work	Application form / Interview	Experience using marketing automation.	Application form / Interview

	performance and progress; checking of work; managing change and making recruitment and selection decisions.			
	Experience of managing and maintaining one or more information systems (such as social media and other communication software such as email software and website. Experience in using a CRM database to accurately input, retrieve and analyse information.	Application form / Interview	Experience of dealing with disciplinary or grievance matters.	Application form / Interview
	Experience of managing the technical aspects of a website including developing and maintaining SEO.	Application form / Interview		
	Experience of monitoring and analysing complex data and performance indicators to inform individual, team, departmental and strategic decision making.	Application form / Interview		
	Experience of working with the media and proven experience of successfully planning and running creative PR campaigns, with strong results in print and broadcast media.	Application form / Interview		
	Experience managing and delivering successful marketing or communications campaigns which impact across or within departments.	Application form / Interview		
	Experience of managing a tender process.	Application form / Interview		
	Experience managing crisis communication scenarios.	Application form / Interview		
	Experience of overseeing brand management.	Application form / Interview		

	Experience overseeing the production of high-quality publications.	Application form / Interview		
	Experience of budget setting and the management of a budget as a budget holder.	Application form / Interview		
	Experience of working with internal and external stakeholders to develop stakeholder engagement and communication plans.	Application form / Interview		
Skills and Knowledge	Strong working knowledge of the marketing and communications techniques and tools used to promote products or services and raise awareness. Practical knowledge is underpinned by strong theoretical knowledge obtained through continued professional development or peer networks.	Application form / Interview	Ability to undertake Graphic Design. Knowledge of Google Analytics, Facebook Ad Manager, and CMS.	Application form / Interview
	Outstanding writing skills. Ability to write engaging and succinct copy, tailored to a range of audiences and purposes.	Application form / Interview	Knowledge of the hospice movement.	Application form / Interview
	Strong presentation skills (both written and verbal).	Application form / Interview		Application form / Interview
	Ability to communicate highly complex information or sensitive information in a way which is suitable to a range of different audiences or stakeholders (both internal and external).	Application form / Interview	Knowledge of charitable legislation.	Application form / Interview
	Adaptable and strong verbal communicator, able to communicate both professionally and sensitively with patients, staff, volunteers, journalists, supporters and the public with empathy. Ability to use strong	Application form / Interview		

	persuasive skills, as appropriate			
	Ability to use highly developed communication skills to ensure that the Hospice is positioned appropriately in terms of the information that is communicated both and externally internally.	Application form / Interview		
	Knowledge of the impact that communications can have on an organisations culture and reputation and ability to use communications to support the development of the Hospice culture and reputation.	Application form / Interview		
	Strong technical knowledge of social media and other digital platforms.	Application form / Interview		
	Coaching and mentoring skills.	Application form / Interview		
	Use knowledge and skills to work autonomously, making judgments on how expected results are achieved, guided by organisational policies, procedures, and regulations.	Application form / Interview		
	Able to juggle a broad range of ongoing and complex projects or activities, prioritising the requirements of different departments across the organisation. Ability to work under time constraints and meet deadlines, prioritising and adjusting plans or strategies as required.	Application form / Interview		
	Exceptional attention to detail and accuracy with the ability to proof-read effectively and provide constructive feedback, as required.	Application form / Interview		

	Ability to analyse complex data, reports, spreadsheets and briefings and interpret the information to make judgements and inform decision making.	Application form / Interview		
	Knowledge of data legislation including GDPR and PECR	Application form / Interview		
	Strong digital marketing skills	Application form / Interview		
	Proficient IT Skills in MS office.	Application form / Interview		
	Excellent organisational skills.	Application form / Interview		
	Knowledge of design to successfully brief graphic designers and wider team.	Application form / Interview		
	Experience of using effective storytelling to deliver impact.	Application form / Interview		
Personal Attributes	Excellent communication and team building abilities.	Interview		
	A very strong performance ethic - driven and motivated	Interview		
	A flexible and enthusiastic team leader.	Interview		
	Able to evidence behaviour consistent with the Hospice values of professionalism, choice, integrity and reputation.	Interview		
	Ability to role model these behaviours.			

	Able to collaborate successfully with internal colleagues and external peers.	Interview		
	High level of accuracy, in the presentation of information and attention to detail of self and of team.	Interview		
	A proactive attitude.	Interview		
	Solution driven	Interview		
	Resilient and able to work under pressure.	Interview		
	Passion for learning and developing skills of self and of team.	Interview		
	Embraces innovation and improvement.	Interview		
	Sensitive, approachable and tactful disposition.	Interview		
	A creative eye for design and visual branding.	Interview		
	Ability to influence without always having direct authority	Interview		
Special Requirements	Willingness to work outside agreed hours when required. Willingness to train and learn new skills. Ability for independent travel. Hybrid working.	Application form / Interview		

Signature of Post Holder:

Date: