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**Senior Marketing & Communications Officer**

**Person Specification**

This person specification lists the skills, knowledge and experience required. Please should provide evidence, in the form of an example, that you meet each criteria in your covering letter.

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| **Criteria** | **Essential** | **Desirable** |
| **Qualifications and Education** | | |
| Educated to a degree level or equivalent |  |  |
| Communications qualification (marketing, communications, PR, journalism) |  |  |
| **Experience** |  |  |
| Demonstrable experience of working on several projects simultaneously and to meet deadlines |  |  |
| Proven experience of delivering effective digital communication activities |  |  |
| Experience of co-producing creative copy for mailings, posters & marketing campaigns |  |  |
| Experience of coordinating or being part of a team delivering events |  |  |
| Proven experience in fundraising and building relationships with donors |  |  |
| Experience working with volunteers |  |  |
| **Knowledge and Skills** | | |
| Excellent administrative, organisational and time management skills |  |  |
| Ability to work accurately with minimal supervision and prioritise a diverse workload |  |  |
| Excellent written & oral communication skills with an ability to communicate effectively for a diverse audience |  |  |
| Good numerical and analytical skills |  |  |
| Proven IT literacy on Microsoft Office packages to include Word, Excel, Powerpoint and Outlook |  |  |
| Experience using CMS & CRM databases |  |  |
| Knowledge and experience of search engine optimization (SEO) |  |  |
| Knowledge and experience of analytics software |  |  |
| Knowledge of working within a not for profit organisation |  |  |
| Understanding of charity law and best practice principles |  |  |
| Understanding of Data Protection Act, GDPR and other relevant industry regulations |  |  |
| **Ability and aptitude** |  |  |
| Excellent self-motivation and ability to use initiative |  |  |
| Excellent attention to detail |  |  |
| Demonstrate problem-solving and creative thinking skills |  |  |
| Excellent time management and prioritisation skills |  |  |
| Ability to work under pressure |  |  |
| Demonstrable self-awareness, openness, and a desire to learn and develop professionally |  |  |
| To contribute to creating a culture and environment that is forward thinking and positive |  |  |
| Ability to create and maintain successful working partnerships with multiple stakeholders |  |  |
| The ability to build and maintain harmonious effective working relationships within a team |  |  |
| Interest in and commitment to helping the homeless, with a non-judgemental attitude towards our clients . |  |  |
| Willingness to work flexibly including evenings and weekends when required for (for fundraising and special events) |  |  |
| A full, clean UK or equivalent driving license |  |  |

**Equal Opportunities -** All employees have a legal and moral responsibility to ensure that Stonepillow’s workplace is free from discrimination, harassment and bullying.