

PERSON SPECIFICATION

Marketing & Communications Officer



Competency	Role Specification	Evidence/Demonstration of meeting specification	Essential	Desirable
Qualifications	Good level of general education	Application Form, Certificates	✓	
	Educated to degree level in a related area, or comparable learning and experience in a related area such as public relations, marketing, communications or journalism		✓	
Experience	Experience of developing and delivering comms plans, including managing and providing content for the website, intranet, social media channels, newsletters etc.	Application Form, Interview, References	✓	
	Providing communications advice, support and direction to colleagues and/or clients.		✓	
	Writing for a variety of channels, such as website, social media, case studies, annual reviews, flyers, newsletters and other promotional literature.		✓	
	Working with and directing graphic designers, photographers, videographers and other specialist providers.		✓	

	Acting as brand guardian, working with staff to ensure the corporate identity is consistently applied.		✓	
	Proactively working with the traditional media (press, radio, TV, online publications) to maximise publicity opportunities.		✓	
	Monitoring, evaluating and reporting on communications activity.			✓
Skills, Knowledge and Aptitude	Excellent written and verbal communication, with the ability to write and present clearly and concisely in different styles required for press releases, websites, social media and other corporate literature.	Application Form, Interview, References	✓	
	An understanding of the community sport and physical activity landscape and the benefits of a more active population.			✓
	A keen interest in and proactive following of the latest trends and developments in marketing and communications.		✓	
	An ability to take good quality images and video suitable for publications, social media, podcasts etc		✓	
	Good IT skills and knowledge, commensurate with an office environment.		✓	
Motivation and Working Practices	Self-motivated – able to work alone with minimum supervision	Application Form, Interview, References	✓	
	Conscientious and thorough with attention to detail.		✓	

	Able and willing to work as part of a multi-disciplinary team and contribute effectively to the work of the team.		✓	
	Committed to sport and physical activity equity and safeguarding.		✓	
	Ability to manage a varied and sometimes hectic workload ensuring deadlines are met by prioritising appropriately.		✓	
Other	Committed to continuous professional development and maintaining pace with industry trends and developments.	Application Form, Interview, References	✓	
	Able to meet the travel requirements essential to the post, including managing time and regular travel between the Charity's office and client locations.		✓	
	Willing and able to work between an office and a home environment, with a flexible attitude when required to work at third party locations for PR opportunities. This may include working evenings and weekends on occasion.		✓	