

PERSON SPECIFICATION

Role: Marketing & Events Coordinator

Date: December 2024

Qualities REQUIRED	ESSENTIAL	DESIREABLE
Attainment/Qualifications		
Good educational background (A-levels or equivalent level 3; good standard of English and Maths achieved)	X	
Knowledge & Experience		
Experience of creating engaging visual media including photography and videography etc.	X	
Experience in digital communications and confidence with managing social media	X	
Experience in planning, delivering and promoting fundraising events		X
Understanding and experience using content management systems		X
Working knowledge of design software (e.g. InDesign, Canva)		X
Relevant experience and track record in marketing or communications		X
Experience of working in charity or at least a good understand of the voluntary, community and social enterprise sector		X
Abilities		
Excellent communication skills including a high level of writing skill and the ability to tailor content to different audiences	X	
Highly organised with an ability to pay close attention to detail	X	
Creative flair with a good eye for visual design	X	
High level of IT literacy including Microsoft office	X	
Ability to project manage effectively		X
Excellent analytical and data skills		X
Motivation & Personal Attributes		
A genuine enthusiasm for social mobility and creating opportunities for young people, particularly by working with and influencing external partners	X	
Ability to relate and work closely with young people	X	
Target-orientated and drive to work towards team goals	X	
Hard-working, self-motivated and a can-do approach	X	
Professional appearance	X	