

Person Specification

We have described below the range of qualifications, experience, knowledge, skills and attributes we are looking for. We will use this to manage our selection process and also to identify training/development needs once in post. We aim to recruit individuals who largely satisfy these criteria. Shortlisted candidates will need to demonstrate how they meet the essential criteria.

Job Title:	Marketing and Communications Lead	Service:	Corporate Services
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	Essential/ Desirable Criteria	Key for Assessment
Qualifications		
A degree or professional qualification in communications, marketing, or a related field	E	A/I
Knowledge and Experience		
Strong relevant experience in marketing and communications, with demonstrable successful results	E	A/I
Experience of content development and website and social media management	E	A/I
Attention to detail with an ability to work accurately	E	A/I
Creating engaging content eg. photos, videos, graphics, posters, blogs, social posts	E	A/I
An interest in digital and social media trends and audiences	E	A/I
Experience of using Canva or similar design software	D	A/I
Experience of using Wordpress	D	A/I
Computer literate and good keyboard skills	E	A/I
Good communication and interpersonal skills	E	A/I
Good time management skills	E	A/I
Good team work skills	E	A/I
Ability to build and manage strong internal and external relationships	E	A/I
Ability to think and plan strategically	E	A/I
Experience in the supervision of staff	E	A/I
Skills/Attributes		
Ability to work to fast paced deadlines and on own initiative	E	A/I
Attend meetings and able to work outside of office hours as required	E	A/I

Key for assessment:

A=Application form, I=Interview, P=Presentation, E=Exercise, T=Test, Q=Qualification, Y=Young Persons Panel

'INSPIRING LIVES, CHANGING FUTURES'

Registered Charity No: 222533



Ability to follow brand guidelines	E	A
Good attention to detail and high levels of accuracy	E	A
Highly organised, efficient and self motivated	E	A/I
Ability to manage multiple priorities and deadlines	E	A/I
Role requirements		
Able to demonstrate an understanding of safeguarding as it relates to the Charity	E	A/I
Undertake additional hours to meet the demands of the role	E	A/I
Support the service in periods of absence i.e. holiday or sickness	E	A

Date produced: January 2026

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