

Communications Officer

Person Specification

Applicants will be expected to demonstrate the following through the recruitment process. In question 11 of the application form applicants should detail their skills, experience and knowledge for all items marked with *.

		Essential/ Desirable
1.	Degree level qualification	Desirable
2.	Qualification and/or experience in journalism, communications or related discipline	Essential*
3.	Knowledge and understanding of learning disabilities and related issues	Desirable*
4.	Knowledge and understanding of uses of social media	Essential*
5.	Ability to empathise with the needs of families	Desirable
6.	An understanding of and commitment to equality, diversity and human rights	Essential*
7.	Ability to source information and present information in an engaging and relevant form	Essential*
8.	Excellent listening and communication skills with the ability to facilitate group discussions	Essential*
9.	Excellent copy writing skills and ability to write for a range of audiences and media	Essential
10.	Initiative and self-motivation	Essential*
11.	Ability to work collaboratively	Essential*
12.	Advanced IT and word processing skills	Essential*
13.	Familiarity with WordPress / website content management systems	Essential*
14.	Experience of using social media for communication campaigns and an understanding of how different channels can best be used	Essential*
15.	Experience of video editing (using Adobe Pro)	Desirable
16.	Experience of using fundraising database/customer relationship management system	Desirable
17.	Ability to analyse Google Analytics and Facebook Insights	Essential*
18.	Ability to edit and add video content online for streaming	Essential*