



The Challenging Behaviour Foundation

making a difference to the lives of people with severe learning disabilities

Person Specification - Communications Officer

Applicants will be expected to demonstrate the following through the recruitment process. Applicants should detail their skills, experience and knowledge for all items marked with * in the CV or covering letter.

		Essential/ Desirable
1.	Qualification and/or experience in journalism, communications, or a related discipline	Essential*
2.	Knowledge and understanding of social media platforms and planning and delivering effective content and campaigns (Digital Marketing)	Essential*
3.	Graphic design experience/qualification	Desirable*
4.	Ability to source information and present information in an engaging and relevant form	Essential
5.	Excellent copy writing skills and ability to write for a range of audiences and media	Essential*
6.	Knowledge and understanding of learning disabilities and related issues	Desirable
7.	Ability to empathise with the needs of families	Essential
8.	An understanding of, and commitment to, equality, diversity and human rights	Essential
9.	Initiative and self-motivation	Essential
10.	Ability to work collaboratively, internally and externally	Essential
11.	Advanced IT and word processing skills Sound knowledge of Microsoft Office applications including Publisher and PowerPoint.	Essential*
12.	Familiarity with WordPress / website content management systems	Essential*
13.	Experience of using fundraising database/customer relationship management (CRM) system	Desirable *
14.	Experience of using Adobe Pro or similar video editing software	Desirable*
15.	Ability to analyse engagement using tools like Google Analytics and Facebook Insights	Essential*