

**Person Specification - Communications Officer**

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

**Experience and knowledge**

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|  |  | **Essential/ Desirable** |
| 1. | Knowledge of the key elements to plan and create effective communication campaigns and activities that engage audiences with the charity’s mission and purpose  | Essential\* |
| 2.  | Creative with excellent written communication skills and the ability to source, write and edit engaging, compelling and accessible content for a range of audiences (including families, supporters and professionals). | Essential\* |
| 3. | Knowledge and understanding of audiences for different media channels/social media platforms, with the ability to create, plan and deliver effective and engaging content and campaigns accordingly. | Essential\* |
| 4. | Ability to research, source and manage relevant assets (case studies, photos, videos) to help communicate our work effectively and consistently. | Essential\* |
| 5. | Experience of planning and delivering successful and impactful communications on behalf of an organisation across a range of channels | Desirable\* |
| 6. | Experience of content management systems (we use WordPress) | Desirable\* |
| 7. | Understanding of data management, data protection and legal requirements | Desirable\* |
| 8. | Experience of image and video editing (Adobe Creative Cloud, Canva and InDesign) | Desirable\* |

**Skills / personal qualities**

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|  | Able to learn quickly to achieve a good understanding and commitment to the core aims of The CBF including our vision, mission and objectives.  | Essential |
|  | An understanding of, and commitment to, equality, diversity and human rights  | Essential |
|  | Excellent organisational skills with great attention to detail and the ability to meet deadlines through prioritising and managing a busy and varied workload. | Essential\* |
|  | Strong IT skills with sound knowledge of a range of digital tools.  | Essential\* |
|  | Comfortable working in a fast-paced and often changing environment, while remaining focussed and proactive. | Essential |
|  | A highly resourceful and problem-solving team-player with the ability to work collaboratively, internally and externally | Essential |
|  | A willingness to undertake appropriate training and development | Essential |
|  | Knowledge and understanding of learning disabilities and related issues  | Desirable |