

Person Specification

Changing Futures Communications and Marketing Coordinator

| Essential | | Desirable | |
|---|-----------|---|---|
| Experience & Knowledge | | | |
| Proven experience of planning, writing, editing and proofreading content; and adapting content for different audiences across a variety of communication channels | A / I / T | Knowledge and understanding of the Severe and Multiple Disadvantage landscape | A |
| Proven experience in using email marketing tools | A / I | Experience of working in a trauma informed way | A |
| Proven experience working with website content management systems | A / I | Experience with CRM systems | A |
| Proven experience of managing and nurturing social media accounts | A / I | | |
| An understanding of equality and diversity and its importance in producing inclusive communications and marketing materials | A / I / T | | |
| Willing to work in an empathetic way with people with lived experience of SMD to avoid retraumatisation when telling their stories | A / I | | |
| Skills & Abilities | | | |
| Flair for storytelling and the ability to identify key messages and translate these into effective communication | A / I / T | | |
| Ability to build effective working relationships, both within the organisation and with a diverse range of external bodies and organisations | A / I | | |
| Excellent organisation, planning and time management skills | A / I | | |
| Strong attention to detail | A / I / T | | |
| Ability to act as a strong, effective ambassador for the Changing Futures partnership | A / I | | |

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|--|-------|--|--|
| Highly developed IT Skills including Office 365, picture and video editing, design of promotional material OR willingness to learn and the ability to embrace new technology | A | | |
| Ability to interpret data and an appreciation of marketing insights and digital analytics | A / I | | |
| Creative and innovative thinker who can add value to a high profile programme | A / I | | |

Demonstrable by A = Application / I = Interview / T = Test