###### PERSON SPECIFICATION: DIGITAL COMMUNICATIONS OFFICER, Fertility Network UK

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| CRITERIA | ESSENTIAL | DESIRABLE |
| EXPERIENCE: | | |
| Internal & External communications | * Experience of working effectively with the media and confidently providing verbal statements when required. * Experience of working on print publications * Experienced with the production of written content to tight deadlines * Experienced in producing internal communications |  |
| Income Generation | * Understanding of the need of generating income and accessing funding for a charitable organisation | Some experience of income generation and fundraising |
| Partnership Working | * Evidence of successfully building and developing sustained and effective relationships with a diverse range of partners and stakeholders, including key influencers in the press & media. |  |
| Networking | * Confident in representing your organisation and presenting your cause clearly and articulately. | Successful networking with key influencers |
| Digital | * Experienced in digital content creation * Experienced in how to maximise search engine optimisation and website performance * Digital publishing experience using content management systems and website analytics (Google Analytics) * Understanding of website best practice and web build process * Experience of managing social media accounts and knowledge of best practice and current trends * Experience of using email marketing platforms | Experience of producing or editing video content |
| Design | * Experience of designing infographics and posters * Photoshop experience |  |
| Strategic Planning | * Experience of developing and implementing a Digital Strategy | * Experience of developing and implementing a Brand Strategy |
| Voluntary Sector | * Good working knowledge of all relevant (and upcoming) legislation and codes of practice for the charity sector | Experience of working in the voluntary sector |
| Fertility | * A good understanding of the challenges facing those affected by difficulties in conceiving |  |
| SKILLS: | | |
| Organisational | * Sound organisational and time management skills, with the ability to work on own initiative, being self-motivated and able to prioritise effectively to meet deadlines |  |
| IT | * Able to use web and social media to maximise impact and reach in promotion of the charity and achieving its aims. * Able to produce tailored reports, presentations and spreadsheets |  |
| Communications | Excellent written and oral presentation skills.  * Numeracy skills and the ability to prepare and interpret complex financial information * Ability to influence persuasively and engage effectively with a wide variety of external stakeholders, opinion formers and policy makers * Excellent interpersonal skills, including the ability to communicate/work effectively with a wide range of people in a participatory, respectful, collaborative manner |  |
| OTHER: | | |
| Personal Values | Empathy with, and a high level of commitment to, Fertility Network UK’s purpose  * Enthusiastic, resilient with a determination to succeed * Able to convey personal credibility and authority |  |
| Qualifications: | * Educated to A level standard or equivalent | * Educated to degree level |