

**Person Specification – Marketing and Fundraising Officer**

Essential and desirable skills, abilities, experience, knowledge and special requirements for the post of Home-Start Marketing and Fundraising Officer.

This form also indicates how the different requirements may be assessed during the selection process:

A = Application Form, I = Interview, E = Exercise

| **Person Specification – Marketing and Fundraising Officer** |
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| **ESSENTIAL** | **Method of Assessment** |
|   | **A** | **I** | **E** |
| **Education and qualifications** |   |   |   |
| Good standard of education (level 3 or equivalent) |  |   |   |
| Relevant IT training |  |  |  |
|   |   |   |   |
| **Employment history** |   |   |   |
| Relevant previous or current employment  |  |  |   |
|   |   |   |   |
| **Skills and experience** |   |   |   |
| At least 1-2 years marketing experience and skills including excellent copy writing, social media and other digital and offline marketing |  |  |  |
| Proficient at using Microsoft Office suite |  |  |  |
| High standards of practice and presentation at work |  |   |  |
| Experience of administrative work |  |  |   |
| Excellent communication skills: written, verbal and telephone |  |  |   |
| Ability to prioritise and use time effectively |  |  |  |
|   |   |   |   |
| **Personal attributes** |   |   |   |
| Ability to work as a member of a team |  |  |   |
| Ability to work on own initiative |   |  |  |
| Ability to establish and maintain effective relationships with a wide variety of people |   |  |   |
| Knowledge of and commitment to equal opportunities and anti-discriminatory practice |  |  |   |
| Understanding of the need for professional confidentiality |  |  |   |
|   |   |   |   |
| **Special Requirements** |   |   |   |
| Eligible to work in the UK |  |   |   |
| Occasional evening or weekend work |   |  |   |
| Willing to access training |   |  |   |
|  |   |   |   |
| **DESIRABLE** |  |  |   |
| Experience of working in a small team |  |  |   |
| Training in equal opportunities and diversity |  |  |   |
| Training or qualifications in marketing |  |  |  |
| Good knowledge of Home-Start and charitable/voluntary sector and particularly North Somerset |  |  |  |
| An interest in the needs of children and families |  |  |   |
| Experience of working within a voluntary organisation |  |  |   |