

# Person Specification – Communications + Events Coordinator



## Essential criteria

### Qualifications, skills and experience

- A strong track record of working in marketing and promotion
- Proven experience of events coordination and promotion
- Excellent communication skills, oral and written
- Experience dealing with the press and media
- Experience communicating and engaging with a range of audiences
- Experience of marketing and events monitoring, evaluation and reporting
- Excellent organisational skills
- Proven ability to plan a diverse workload and use initiative
- Good literacy, numeracy and IT skills, including use of Microsoft Excel
- Able to travel within the local area

### Knowledge

- Excellent knowledge and experience of a range of different marketing methods, including printed materials, newsletters, press and PR, websites, blogs, images, videos and social media
- Knowledge and awareness of social marketing approaches
- Good knowledge of environmental issues
- Understanding of the community and voluntary sector

### Personal qualities

- Enthusiastic about engaging people in the environment and carbon reduction
- Genuine interest in community development and engagement
- Flexibility and the ability to adapt according to the needs of the project
- A positive and supportive attitude
- A commitment to being environmentally friendly
- An interest in social justice and helping people in hardship
- A willingness for continued learning and personal development

## **Desirable criteria**

### **Qualifications, skills and experience**

- Experience of working with and supporting volunteers
- Experience of developing and delivering training, events or workshops
- Experience managing budgets
- Video editing skills, or willingness to learn
- Design skills

### **Knowledge**

- Knowledge of marketing analytics
- Knowledge of event booking systems
- Knowledge of fundraising and donations campaigns