

# Person Specification – Communications Lead



## Essential criteria

### Qualifications, skills and experience

- A strong track record of working in marketing or communications
- Experience of leading a team to deliver a project or service
- Proven ability to plan and prioritise a busy, diverse workload and use initiative
- Experience of developing and delivering events, talks or workshops
- Excellent communication skills, oral and written
- Experience writing press releases and dealing with the media
- Experience communicating and engaging with a range of audiences
- Experience managing budgets
- Experience of monitoring, evaluation and reporting
- Good literacy, numeracy and IT skills, including use of Microsoft Word and Excel

### Knowledge

- Excellent knowledge and experience of a range of different marketing methods, including printed materials, newsletters, websites, blogs, images, videos and social media
- Knowledge of press and PR
- Knowledge and awareness of social marketing approaches
- Knowledge of marketing analytics
- Good knowledge of environmental issues and climate change

### Personal qualities

- Proactive and self-motivated
- Flexibility and adaptability
- Ability to work well under pressure
- Excellent attention to detail
- A positive and supportive attitude
- Enthusiastic about engaging people in the environment and carbon reduction
- Genuine interest in community development and engagement
- 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**

- A qualification in marketing or communications
- Knowledge of behaviour change theory and practice
- Experience of designing and delivering behaviour change campaigns
- Experience of partnership working
- Experience of working with and supporting volunteers
- Basic graphic design skills
- Experience of search engine optimisation approaches and tools
- Knowledge of events coordination and booking systems
- Knowledge and awareness of local and national marketing outlets
- Knowledge of fundraising and donations campaigns
- Able to travel within the local area
- Understanding of the community and voluntary sector