****

Person Specification

|  |  |  |
| --- | --- | --- |
| Post: **Marketing, Events and Engagement Coordinator** | Location: **Rochdale, Middleton, Heywood & Bury** |  |

Note to Applicants:

The Essential Criteria are the qualifications, experience, skills or knowledge youmustshow you have to be considered for the job.

The Desirable Criteria are used to help decide between candidates who meet ALL the Essential Criteria.

The How Identified column shows how we will obtain the necessary information about you.

If the How Identified column says the Application Form next to an Essential Criteria or a Desirable Criteria, you must include in your application enough information to show how you meet these criteria. You should include examples from your paid or voluntary work.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Qualifications and Experience | | | | |
| **Essential Criteria** | **How Identified** | **Desirable Criteria** | | **How Identified** |
| Good standard of education including at least 5 GCSE’s A-C including English and Maths.  NVQ level 3, EDCL or equivalent ICT/ Marketing qualification or relevant experience in marketing.   1. Experience of developing and delivering an effective information, marketing and communication strategy including marketing campaigns. 2. Experience and working knowledge of running digital marketing media campaigns. | Application form, interview  Application form, interview  Application form, interview  Application form, interview | Hold a valid UK Driving license and have access to own car.  Experience in a comparable role working in the VCSE sector.  Working knowledge and involvement in the VCSE sector in HMR & Bury and surrounding areas.  Experience of maintaining and developing an information database system.  Understanding of Mental Health and Emotional Wellbeing and the use of appropriate language and cultural sensitivities.  Knowledge of Mental Health and Emotional Wellbeing days/ world events (ie: Blue Monday)  Knowledge of the importance of equality & diversity.  Ability to communicate in another language in addition to English. | | Application form  Application form  Application form, interview  Application form, interview  Application form, interview  Application form, interview  Application form, interview  Application form, interview |
| Skills and Abilities | | | | |
| **Essential Criteria** | **How Identified** | **Desirable Criteria** | **How Identified** | |
| 1. Excellent interpersonal skills with the ability to communicate effectively with a diverse range of individuals, organisations and agencies (internal and external) from social media, telephone and email communications through to delivering public presentations and attending outreach events   Ability to work flexibly with colleagues and Application form, interview   1. to work effectively with staff from other services, elected members, health organisations, voluntary and statutory agencies. 2. A highly organised individual who is methodical and accurate and able to plan and coordinate engaging community events whilst maintaining a budget. 3. Ability to carry out public presentations and respond to questions from the floor.   Ability to develop strong and effective working relations.   1. Highly computer literate with excellent working knowledge of a range of Office software including presentation software. 2. Good technical understanding, with ability to pick up new tools and software quickly.   Experience of working with confidential data.  Ability to work under pressure and to manage own workload according to demands placed on you by the senior staff.  Ability to work with colleagues, service users and members of the public in a welcoming and professional manner.  Ability to communicate at all levels in person, by telephone and in writing.   1. Ability to work flexibly and effectively with colleagues and staff from other services, elected members, health organisations, voluntary and statutory agencies.   Excellent knowledge and literacy of online and social media platforms. | Application form, interview  Application form, interview  Application form, interview  Application form, interview  Application form, interview  Application form, interview  Application form, interview  Application form, interview  Application form, interview  Application form, interview  Application form, interview  Application form, interview  Application form, interview | Competent in using Canva  Knowledge of fundraising and how this is promoted. | Application form, interview  Application form, interview | |
| Personal Qualities | | | | |
| **Essential Criteria** | **How Identified** | **Desirable Criteria** | **How Identified** | |
| Excellent self-reflection skills.  Able to listen and take on board constructive feedback.  Strong ethics and boundaries.  Able to maintain good working relationships and work as part of an effective team.  Able to work in a pressured environment and to show strong resilience.  Ability to handle sensitive information in a confidential and professional manner. | Application form, interview  Application form, interview  Application form, interview  Application form, interview  Application form, interview  Application form, interview |  |  | |
| Special Working Conditions | | | | |
| **Essential Criteria** | **How Identified** | **Desirable Criteria** | **How Identified** | |
| Preparedness to work flexibly, as negotiated. May be required to work evenings and weekends for attending events.  Will be required to undertake some travelling which would be reimbursed in accordance with local terms and conditions.  Demonstrate a commitment to equality and diversity and anti-discriminatory practise. | Application form, interview  Application form, interview  Application form, interview |  |  | |