

## MARKETING & COMMUNICATIONS OFFICER PERSON SPECIFICATION

Criteria	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent relevant experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing/Communications/ Journalistic and/or Project Management Qualification.</li> </ul>
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• At least three years of experience in Marketing Communications and/or project management role in this field.</li> <li>• Experience of leading and delivering an integrated marketing strategy.</li> <li>• Adept at creating excellent written and verbal communications for a range of audiences.</li> <li>• Full knowledge and skills in Microsoft Office and using Content Management Systems for websites.</li> <li>• Experience of working in a busy team and managing/building relationships to ensure project milestones are met.</li> <li>• Experience of reviewing, proofing and bringing design in line with internal and external branding guidelines.</li> <li>• Experience of managing complex projects and delivering on time.</li> <li>• Experience briefing creative agencies in a clear and concise way.</li> <li>• Budget Management experience</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in the Voluntary sector.</li> <li>• Digital Marketing experience.</li> <li>• Experience line managing staff.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Ability to write media releases.</li> <li>• High level of numeracy and literacy.</li> <li>• Ability to turn complex material or jargon into plain English while maintaining accuracy.</li> <li>• Photographic skills. Ability to take photographs to go with media releases.</li> <li>• Ability to create graphics for social media, websites, posters and leaflets.</li> <li>• Excellent interpersonal skills and relationship development ability to work with members of the media, public and colleagues at all levels.</li> </ul>	<ul style="list-style-type: none"> <li>• Using WordPress system</li> <li>• Experience using CRM databases.</li> <li>• Experience of using Google analytics.</li> <li>• Advanced graphic design skills. Ability to create banners, leaflets, etc.</li> <li>• Experience of using Adobe design packages.</li> <li>• Experience using Facebook adverts.</li> <li>• Video making skills.</li> </ul>

	<ul style="list-style-type: none"> <li>• Ability to manage a high level of workload and conflicting priorities.</li> <li>• Ability to work to tight deadlines and juggle a range of projects, working effectively and collaboratively across different departments.</li> <li>• Strong organisational skills and attention to detail.</li> <li>• Excellent analytical skills and report writing skills.</li> <li>• Ability to manage all aspects of the role including administrative requirements.</li> </ul>	<ul style="list-style-type: none"> <li>• Peer management skills: know how to get the best out of people who may have multiple objectives and tasks that may be different to your own.</li> </ul>
<p><b>Personal Attributes</b></p>	<ul style="list-style-type: none"> <li>• Resilient and professional manner.</li> <li>• Flexible attitude.</li> <li>• Creative thinker.</li> <li>• Team-player, positive, tenacious and takes a can-do approach.</li> <li>• Ability to work independently as well as collaboratively as part of a big team.</li> <li>• A self-starter with a proactive approach.</li> <li>• High emotional intelligence and exceptional interpersonal skills: a 'people person'.</li> <li>• Positive in outlook: always looking for the best outcomes when dealing with people and situations.</li> <li>• Able to be task-oriented but also able to rise above tasks and see the bigger picture.</li> <li>• Always keen and able to learn and improve.</li> <li>• Ability to develop and maintain sensitivity, respect and understanding of people linked with the organisation.</li> </ul>	
<p><b>Other</b></p>	<ul style="list-style-type: none"> <li>• Committed to the principles of equal opportunities.</li> <li>• Committed to the aims of CancerCare as stated in the Vision and Values.</li> <li>• Non-judgemental attitude.</li> <li>• A flexible and positive work ethic.</li> <li>• Ability to travel throughout the areas where services are being delivered.</li> <li>• Flexible approach to working patterns including some evening and weekend work.</li> <li>• To be based in Lancaster and be able to travel regularly to CancerCare's other centres in Kendal and Barrow to source stories and other forms of content.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of CancerCare's aims and organisation.</li> <li>• Knowledge and understanding of the cancer journey and support services.</li> </ul>