**Person Specification – Communications and Fundraising Officer**

Essential and desirable skills, abilities, experience, knowledge and special requirements for the post of Home-Start Communications 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 – Communications and Fundraising Officer** |
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| **ESSENTIAL** | **Method of Assessment** |
|   | **A** | **I** | **E** |
| **Employment History** |   |   |   |
| Relevant previous or current employment or voluntary work |  |  |   |
|   |   |   |   |
| **Carrying out the Role** |   |   |   |
| Understanding of fundraising and communications within the voluntary sector |  |  |   |
| Ability to implement strategic objectives with specific reference to communications and fundraising |  |  |   |
| Experience of copy writing and production of marketing materials including formatting documents to a high standard |  |  |   |
| Ability to follow specific branding guidelines and lead the introduction of a new brand |  |   |  |
| Experience of digital communications and social media including the ability to directly edit and publish web content in wordpress and a range of online platforms. |   |   |   |
| **Knowledge and understanding of how to use social media in a fundraising communications capacity** |  |  |  |
| Ability to prioritise according to the needs of an organisation |  |   |  |
|   |   |   |   |
| **Working with Others**                      |   |   |   |
| Experience of working in a team and developing good relationships with others |  |  |   |
| Experience of identifying and building relationships with stakeholders and supporters e.g. local businesses, schools, faith groups, community networks |  |  |   |
| **Awareness of corporate and HNWI fundraising** |  |  |  |
|  |  |  |  |
| **Working in partnership and in the wider context**            |   |   |   |
| Promotional skills       |  |  |  |
| Presentation skills |  |  |  |
| Confidence in dealing with local media and suitable online platforms |  |  |  |
|  |  |  |  |
| **Self management/personal attributes**  |   |  |  |
| Strong interpersonal skills                 |   |   |  |
| A positive and creative approach to tackling tasks                       |  |  |   |
| Commitment to good safeguarding practice  |  |  |  |
| Knowledge of and commitment to equal opportunities and anti-discriminatory practice |  |  |   |
| Understanding of the need for professional confidentiality           |  |  |   |
| Good written and verbal communication skills                   |  |  |   |
| Ability to communicate with different types of audiences |  |  |  |
| A self-starter |   |   |   |
|  |  |  |  |
| **Special requirements**                                 |   |   |   |
| Able to work flexibly including some evening or week-end work  |   |  |   |
| Willingness to access training opportunities          |   |  |   |
| Eligibility to work in the UK   |  |   |   |
|   |   |   |   |
| **DESIRABLE**  |   |   |   |
| Awareness of the wider context and impact of early intervention work with children and families |  |  |  |
| Understanding of the fundraising and communication requirements of a charity looking after the needs of families with young children and how to communicate that need to others        |  |  |   |
| Experience of working with HNW individuals |  |  |  |
| Experience of work in the voluntary sector or as a volunteer |  |  |   |
| Experience of introducing a new brand |  |  |   |
| Knowledge of safeguarding issues |  |  |  |