

AGE UK SHROPSHIRE, TELFORD & THE WREKIN

Marketing & Communications Officer

PERSON SPECIFICATION

Attributes	Essential	Desirable
Qualifications and experience	<ul style="list-style-type: none"> • Applicants must have a good standard of general education. • Minimum 2 years' experience in marketing or PR. 	<ul style="list-style-type: none"> • Working in a charitable sector organisation • Relevant degree or marketing qualification
Skills/ Knowledge	<ul style="list-style-type: none"> • Excellent IT skills including detailed knowledge of Microsoft Office (Word, Outlook, Excel, Publisher etc) to create marketing and fundraising materials, mail merges etc. • An awareness of GDPR and database systems. • Excellent design skills to be able to create eye-catching and appropriate marketing materials. • A good understanding of social media and digital marketing. • Proven ability to be able to carry out admin tasks effectively and efficiently. • A high-quality threshold to all work and an eye for detail. • Excellent communication skills for effective storytelling, particularly written and presentation skills. • Be able to deliver presentations confidently to a variety of different audiences. • Assisting with the organising and running of events to raise money, awareness and recruit supporters. 	<ul style="list-style-type: none"> • Good knowledge of the aims and objectives of the charity in meeting the needs of older people. • Experience of using Canva. • Experience with video content creation or willingness to learn. • Understanding of importance of campaigning in the third sector.
Personal Attributes	<ul style="list-style-type: none"> • Personal values that fit with those of the organisation. • The ability to motivate/manage self and others. • Be able to work on own initiative. • A creative and lateral thinker. A flexible attitude to changes in priorities /environment • Ability to work effectively within a team. • To be able to communicate well with older people and professionals. • To be able to work calmly whilst under pressure. • To be presentable and have a friendly, approachable manner. • Able to meet the travel requirements of the post. 	