**Person Specification – Marketing & Communications Officer**

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|  | Essential | Desirable | Evidenced By |
| QUALIFICATIONS |
| Degree in relevant subject  |  | x | Application |
| Professional qualifications (e.g. CIM, CIPR) |  | x | Application |
| KNOWLEDGE AND EXPERIENCE |
| Minimum 2 years’ experience in a press, marketing or communications role | x |  | Application  |
| Knowledge and experience of using and developing websites and social media as communication tools  | x |  | Application/ Interview |
| Experience of writing material for public consumption, such as press releases, articles, leaflets, tweets, blogs etc. | x |  | Application  |
| Experience of print & publication design and production |  | x | Application/ Interview |
| Experience of dealing with TV, radio and print media including delivering positive coverage |  | x | Application/ Interview |
| Experience of commissioning and managing contractors |  | x | Application/ Interview |
| SKILLS |
| Able to develop and implement multi-media communications and marketing campaigns.  | x |  | Application/ Interview |
| Excellent communication and interpersonal skills, both oral and written | x |  | Application/ Interview |
| Able to apply google analytics and other tools to evaluate impact |  | x | Application/ Interview |
| Able to collate and curate communications materials including photos, video |  | x | Application/ Interview |
| IT proficient in: web CMS, Microsoft Office, databases, Twitter, Facebook and other social media. | x |  | Application |
| Proficient on Apple Mac computers |  | x | Application  |
| Graphic designs skills |  | x | Application |
| PERSONAL ATTRIBUTES |
| Highly organised and able to juggle and prioritise a diverse workload | x |  | Application/ Interview |
| Creative team player - able to build good relationships and work collaboratively with staff and external stakeholders | x |  | Application/ Interview |
| Self-motivated and solutions focused – able to spot opportunities and tackle problems | x |  | Application/ Interview |
| Enthusiastic about nature conservation |  | x | Interview |