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| **PERSON SPECIFICATION**  **Marketing & Communications Manager** |  |

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| **Competency** | **Role Specification** | **Evidence/Demonstration of meeting specification** | **Essential** | **Desirable** |
| **Qualifications** | Evidence of continuing professional development in relation to public relations, marketing, communications or journalism, for example a relevant qualification. | Application form, certificates | **ü** |  |
| **Experience** | At least three year’s experience of implementing marketing strategies to meet organisational goals. | Application form, interview, references | **ü** |  |
| Managing an organisation’s online presence including website updating and content management, and planning and executing a social media strategy. | **ü** |  |
| Providing expert communications advice, support and direction to colleagues and/or clients. | **ü** |  |
| Writing and production of corporate literature such as case studies, annual reviews, flyers, newsletters and other promotional literature (printed and electronic). | **ü** |  |
| Working with and directing graphic designers, photographers, videographers and other specialist providers. | **ü** |  |
| Management and development of internal communications channels |  | **ü** |
| Management and development of online paid media channels |  | **ü** |
| Proactively working with the traditional media (press, radio, TV, online publications) to maximise publicity opportunities. |  | **ü** |
| Monitoring, evaluating and reporting on communications activity. | **ü** |  |
| **Skills, Knowledge and Aptitude** | Excellent written and verbal communication, with the ability to write and present clearly and concisely in different styles required for press releases, websites, social media and corporate literature. | Application form, interview, references | **ü** |  |
| An understanding of the community sport and physical activity landscape and the benefits of a more active population. |  | **ü** |
| A keen interest in the latest thinking in online and offline communications tools and techniques. | **ü** |  |
| An ability to think creatively and devise practical, creative solutions. | **ü** |  |
| Proactive and curious to find stories to tell | **ü** |  |
| Excellent IT skills and knowledge, with experience of using Microsoft Office suite. | **ü** |  |
| **Motivation and Working Practices** | An all-round marketer who feels comfortable working in an autonomous role as part of a wider team. | Application form, interview, references | **ü** |  |
| Conscientious and thorough with attention to detail. | **ü** |  |
| Able and willing to work as part of a multi-disciplinary team and contribute effectively to the work of the team. | **ü** |  |
| Ability to manage a varied and busy workload ensuring deadlines are met by prioritising appropriately. | **ü** |  |
| **Other** | Committed to continuous professional development personally and for team members, and maintaining pace with industry trends and developments. | Application form, interview, references | **ü** |  |
| Able to meet the travel requirements essential to the post, including managing time and regular travel between the Charity’s office and partner locations across Northumberland, Tyne & Wear and County Durham (and sometimes further afield). | **ü** |  |
| Committed to sport and physical activity equity and safeguarding. | **ü** |  |
| Willing and able to work between an office and a home environment, with a flexible attitude when required to work at third party locations for PR opportunities. This may include working evenings and weekends on occasion. | **ü** |  |