**Accessible Arts & Media – Marketing & Community Fundraising Coordinator - The Person Specification**

We’re looking for a dynamic communicator who’s passionate about making a difference. If you love bringing new ideas to the table and you’d like to kickstart your marketing or charity career with a small local charity with a big heart then we’d love to hear from you.

Please use this table to tell us about the skills, qualities and experience you have that are directly relevant to this role. Once you’ve completed the table, please email it to [marketing@aamedia.org.uk](mailto:marketing@aamedia.org.uk), along with a covering email and contact details for two referees. The closing date for applications is **5pm on Monday 16th August.**

**Essential:** The following are the skills, qualities and experience we definitely want our new Communications and Community Fundraising Coordinator to have:

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| **What we’re looking for:** | **Your experience in this area:**  (It helps us if you tell us where and when you gained this experience) |
| A confident communicator – this role’s about building relationships so it’s important that you enjoy and feel confident talking to a range of people. |  |
| Excellent written communication skills, with the ability to adapt tone and style to different platforms/audiences and willingness to learn about inclusive/accessible communication. |  |
| Marketing/promotional copywriting experience. |  |
| Experience of using social media to promote a business, charity, club/society, event or community group  and a willingness to keep on top of new social media developments. |  |
| Basic photo/video editing skills i.e. you can edit a photo or create a social media story on your phone. |  |
| Someone who enjoys working on a variety of tasks simultaneously and can successfully manage their own workload. |  |
| Experience of working to deadlines. |  |
| Experience of working successfully as part of a team. |  |
| Confident using Microsoft Office 365 apps including Word, Excel and PowerPoint. |  |

**Desirable:** The following would also be an advantage (but are not essential and we can provide training and support):

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| **We’d love you to have:** | **Your experience, if any, in this area:**  (It helps us if you tell us where and when you gained this experience) |
| Experience of using social media analytics tools and Google Analytics. |  |
| Press/media liaison experience. |  |
| Fundraising experience. |  |
| Graphic design experience. |  |
| Experience of using Adobe Creative Cloud applications (InDesign, PhotoShop, Premiere Pro). |  |
| Experience of using Mailchimp or another email marketing software platform. |  |
| Event planning experience. |  |
| Experience of communicating with people with learning or communication difficulties or sensory impairments. |  |
| As this role will involve attending fundraising and other events, it would be useful if you have a full and clean driving licence and access to a vehicle. |  |