

## PERSON SPECIFICATION

### POST: MARKETING & FUNDRAISING ASSISTANT

Please ensure that you show **how** you meet the following requirements when completing your application form.

|  | ESSENTIAL REQUIREMENTS  | METHOD OF ASSESSMENT  |
|--|---|---|
|  | <p><b>QUALIFICATIONS AND EXPERIENCE</b></p> <ol style="list-style-type: none"> <li>1. Computer literate with experience of Microsoft Suite including Word, Outlook, Excel, and Teams.</li> <li>2. Experience of posting on social media- adding images and copy, including scheduling for a business, charity or group.</li> <li>3. Experience of updating webpages to amend, add or delete content, images and weblinks.</li> <li>4. Experience of providing high quality and timely administrative support.</li> <li>5. Experience of using Excel to create, amend and update database information</li> </ol> <p><b>SKILLS AND ABILITIES</b></p> <ol style="list-style-type: none"> <li>6. A self-starter who is able to work effectively as part of a team and individually.</li> <li>7. Excellent written and verbal English language skills.</li> <li>8. Good organisational skills to multi-task and meet deadlines.</li> <li>9. Ability to build good relationships with colleagues at all levels, communicating effectively with all internal and external stakeholders.</li> <li>10. High levels of literacy and numeracy, attention to detail and proof reading ability.</li> <li>11. Ability to accurately collate and display information and data for reports.</li> <li>12. Ability to write copy for social media posts using information from internal departments.</li> </ol> <p><b>OTHER CRITERIA</b></p> <ol style="list-style-type: none"> <li>1. Some flexibility in working hours to meet operational needs which may include some working outside of normal office hours for example, for events</li> <li>2. Ability to travel to different sites and events to take video and photos and support events</li> </ol> | <p>Application / Interview</p> <p>Application / Interview</p> <p>Application / Interview</p> <p>Application / Interview</p> <p>Application/ Interview</p> <p>Application / Interview</p> <p>Application / Interview</p> <p>Application / Interview</p> <p>Application / Interview</p> <p>Application / Interview</p> <p>Application / Interview</p> <p>Application/ Interview</p> <p>Application/ Interview</p> |
|  | <b>DESIRIBLE REQUIREMENTS</b>   |   |

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|--|--|------------------------|
|  | 1. Experience in using email marketing software such as Mail Chimp.                | Application/ Interview |
|  | 2. Experience of using Adobe Suite, Google Analytics, Meta Business Suite, Canva.  | Application/ Interview |
|  | 3. An understanding of the daily challenges faced by older people and their carers | Application/ Interview |
|  | 4. Experience of overseeing volunteers   | Application/ Interview |

*Ref: Marketing & Fundraising Assistant April 2025*