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| **POST TITLE:** | **Press and Communications Officer** |
| The requirements stated below relate solely to the duties and responsibilities laid out in the Job Description. Applicants should provide evidence of their ability to meet the following criteria.**NB: In your personal statement on the application form, you should cover *all* criteria****below, as each will be assessed during short-listing.** |
|  | **CRITERIA** | **METHOD OF ASSESSMENT** |
|  | **KNOWLEDGE** |  |
| **1** | Knowledge of effective marketing, press and communications campaigns – what makes a successful campaign from planning, to delivery and review. | **A & I** |
| **2** | Some knowledge of issues affecting older people | **A & I** |
| **3** | Knowledge of how to build a strong and effective external profile for the role of the organisation |  |
|  | **SKILLS & ABILITIES** |  |
| **4** | Excellent organisational and administrative skills. | **A, I & E** |
| **5** | Excellent communication skills – verbally, visually and written format –with a diverse range of stakeholders | **A, I & E** |
| **6** | Creative skills – Ability to design content within brand and style guidelines | **A, I & E** |
| **7** | Good numeracy skills. | **A & I** |
| **8** | Excellent IT skills: CRM/website, Social Media, Design programmes (Canva), Microsoft Office. | **A & I** |
| **9** | Ability to support the Retail Manager/s through press and comms to maximise online and high street retail income. |  |
| **10** | Ability to support the fundraising function in the organisation through press, communications and campaigns |  |
| **11** | Ability to work as part of a team with Age UK Camden staff and other agencies including seeking and offering support. | **A & I** |
| **12** | The ability to involve and motivate staff and volunteers. | **A & I** |
| **13** | Understanding of and commitment to Age UK Camden ethos and culture including equality, diversity and inclusivity. | **A & I** |
|  | **EXPERIENCE** |  |
| **14** | Experience of working to deadlines in a demanding and diverse role. | **A & I** |
| **15** | Experience of Marketing and Press activity, writing successful press releases, social media posts/stories, email copy, leaflets + posters with a range of goals (fundraising, servicemarketing, brand awareness) | **A & I** |
| **16** | Experience of public speaking |  |
| **17** | Experience of project management | **A & I** |

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|  | **PHYSICAL REQUIREMENTS** |  |
| **18** | Ability to travel round the borough to different sites | **A & I** |
|  | **EQUAL OPPORTUNITIES** |  |
| **19** | Commitment to incorporating Equal Opportunities principles into all aspects of work. | **A & I** |

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|  | **OTHER REQUIREMENTS** |  |
| **17** | A willingness to work flexibly including evenings and weekends. | **A & I** |
| **18** | Willingness to undertake further training to meet the needs of the post | **A & I** |

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| **METHODS OF ASSESSMENT: KEY TO ABBREVIATIONS** |
| **A** | **Application Form (these are also shortlist criteria)** |
| **I** | **Interview** |
| **E** | **Exercise** |
| **Date:** | **January 2024** |