

Community Funding & Marketing Officer Specification

Section	Essential and Desirable Criteria	Method of Assessment
Education and Formal Training/Qualifications	<p>Essential</p> <p>Educated to GCSE/'O' Level standard</p> <p>Desirable</p> <p>Relevant professional qualification</p> <p>Relevant professional training, e.g. fundraising, media, marketing etc</p>	<p>Application Form</p>
Relevant Experience and Knowledge	<p>Essential</p> <p>Excellent research skills and the ability to take complex information and turn it into a compelling case for support</p> <p>Experience of presenting and building relationships with people at the highest level – showing diplomacy, persuasiveness and credibility</p> <p>Experience of actively encouraging support for good causes and evidence of having established successful partnerships with organisations or groups</p> <p>An understanding of the need to support bereaved children and of the work carried out by Nelson's Journey (this may have been achieved by detailed research by the applicant or through experience)</p>	<p>Application form/interview</p> <p>Application form/interview</p> <p>Application form/interview</p> <p>Application form/interview</p>

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	<p>Familiarity with the use of information technology (<i>email; word processing and adding information to spreadsheets; desktop publishing</i>)</p> <p>Desirable</p> <p>Experience of working with or supporting community groups and individuals in reference to fundraising activity</p> <p>Experience of working in the voluntary sector</p> <p>Experience of marketing & PR, including writing press releases, social media, talking on the radio and television</p> <p>Experience of developing/supporting income streams generated by a charity</p> <p>Experience of developing, or contributing to the development of, an organisation's income strategy</p>	<p>Application form/interview</p> <p>Application form/interview</p> <p>Application form/interview</p> <p>Application form/interview</p> <p>Application form/interview</p> <p>Application form/interview</p>
Competencies	<p>Essential</p> <p>Creativity, drive and passion – evidence of the ability to develop and see through new initiatives to increase the income of an organisation</p> <p>Good interpersonal skills (<i>warm personality, emotionally open, sense of humour</i>)</p>	<p>Application form/interview</p> <p>Interview</p>

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	<p>Strong team player:</p> <p>1) <i>an understanding of the importance of having a cohesive and supportive staff team and the importance of interdependence in achieving goals</i></p> <p>2) <i>an understanding and willingness to work flexibly and be adaptable to the needs of the organisation</i></p> <p>Ability to work effectively with people at all levels (<i>qualities - acceptance, non-judgemental, assertive, articulate, negotiation skills</i>)</p> <p>Ability to work effectively with colleagues, volunteers, and individuals from a wide range of backgrounds and circumstances.</p> <p>Able to work well under pressure and meet deadlines</p> <p>Attention to detail and high levels of accuracy</p> <p>Ability to work on own initiative (<i>can work independently without immediate support, but able and willing to share and consult as necessary</i>)</p> <p>Excellent communication skills (<i>able to present information clearly, honestly and in a warm friendly manner - both at an individual level and in a group situation.</i>)</p> <p>Public speaking – ability to talk passionately and accurately about the needs of bereaved children and of the essential work carried out by Nelson’s Journey</p>	<p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Application form/Interview</p> <p>Application form/interview</p> <p>Application form/interview</p> <p>Application form/interview</p> <p>Application form/interview</p> <p>Application form/interview</p>
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	<p>Ability to collate, interpret and present information</p> <p>Excellent organisation skills</p> <p>An understanding and high regard for health & safety policies and procedures, and experience in carrying out risk assessments.</p>	<p>Application form/interview</p> <p>Application form/interview</p> <p>Application form/interview</p>
<p>Other requirements/ Constraints</p>	<p>Essential</p> <p>Ability to drive and provide a vehicle</p> <p>Willingness to work outside normal office hours as required</p>	<p>Application form/interview</p> <p>Application form/interview</p>