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| **Criteria Section** | **Criteria: [E]**ssential / **[D]**esirable | **Method of Assessment** |
| **Qualifications** | Educated to Degree standard or equivalent **[E]**  Relevant fundraising or marketing qualification **[D]** | Application form & Certificates  Application form & Certificates |
| **Relevant Experience** | Developing, reviewing and delivering an ambitious fundraising and/or marketing strategies **[E]**  Delivering a range of successful charity income generating activities **[E]**  Line management / supervision of personnel **[E]**  Setting or managing budgets and preparing financial info **[E]**  Delivering excellent supporter or fundraiser care resulting in successful income generation **[E]**  Public speaking to a range of audiences **[E]**  Building, managing and developing productive relationships with people and stakeholders at all levels **[E]**  Marketing & PR, including writing press releases, social media, speaking on broadcast media **[E]** | Interview  Interview  Interview  Interview  Interview  Interview |
| **Knowledge** | Awareness of the elements of effective line management and supervision; and help staff to prioritise tasks, achieve goals and support their wellbeing **[E]**  Understanding of prioritising, planning, developing and delivering successful fundraising activities, projects and strategy **[E]**  Understanding principles of charity fundraising, including familiarity with fundraising regulation **[E]**  Knowledge of media providers and publications in Norfolk, and media contacts in the county **[D]**  Understanding the range of applications of social media to deliver fundraising and marketing objectives **[E]**  Awareness of good practice and current trends in fundraising **[E]**  Strong IT skills including good working knowledge of Microsoft Office and a range of other software packages and online tools that can support marketing and fundraising delivery and admin processes **[E]**  An understanding and high regard for health & safety policies and procedures, and experience in carrying out risk assessments **[E]**  A keen commitment to ensuring Safeguarding and Data Protection policies are met at all times, including through the planning and delivery of all funding and marketing operations **[E]** | Interview  Interview  Interview  Interview  Interview  Interview  Interview  Interview  Interview |
| **Skills** | Ability to think and plan strategically, and see through new initiatives to increase the income of a charity **[E]**  Ability to anticipate and respond to changing circumstances, and to change plans accordingly **[E]**  Ability to prioritise and meet deadlines **[E]**  Excellent written and oral communication skills with the ability to enthuse and inspire others **[E]**  Strong project management skills including the ability to multi-task a variety of responsibilities **[E]**  Managing a varied and busy workload, working independently to deliver agreed objectives, without close supervision **[E]**  Ability to handle difficult conversations with donors, supporters, volunteers, staff and other stakeholders in a calm, sensitive manner **[E]**  Ability to promote a cohesive and supportive team and the importance of interdependence in achieving goals (team work) **[E]** | Interview  Interview  Interview  Application form and  Interview  Interview  Interview  Interview  Interview |
| **Qualities** | A knowledge and enthusiasm for the purpose and work of Nelson’s Journey **[E]**  Able to quickly develop warm, productive relationships. Able to understand and relate to people from a wide range of backgrounds, showing empathy and being able to engage and motivate others. **[E]**  Motivational and inspiring personal skills **[E]**  Interest in developing own skills and knowledge including through identifying and undertaking appropriate training and finding ways of staying informed of developments in charity fundraising practice **[E]** | Application form / Interview  Interview  Interview  Interview |
| **Other requirements** | Ability to drive and to provide own vehicle, insured for business use **[E]**  Willingness to work outside of normal office hours as required **[E]** | Interview  Interview |