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| **Criteria Section** | **Criteria:** Essential [E] and Desirable [D] | **Method of Assessment** |
| **Qualifications** | A-Level qualification or equivalent, or higher [E]  Relevant fundraising and/or marketing qualification or training [D] | Application Form  Application Form |
| **Relevant Experience** | Experience of delivering a range of successful income generating activities and/or marketing campaigns [E]  Experience of working in the charity sector [D]  Experience of presenting and building relationships with stakeholders – demonstrating persuasiveness and credibility [E]  Experience of delivering excellent supporter or fundraiser care resulting in successful income generation [D]  Public speaking – including the ability to talk passionately and accurately about the essential work and income needs of charities [D]  Experience of building, managing and developing productive relationships with people and stakeholders at all levels [E]  Experience of marketing & PR, including developing campaigns, media releases, social media, talking on the radio and television [D] | Application Form; Interview  Application Form; Interview  Application Form; Interview  Application Form; Interview  Application Form; Interview  Application Form; Interview  Application Form; Interview |
| **Knowledge** | Understanding principles of charity fundraising [E], ideally including familiarity with fundraising regulation [D]  Understanding approaches to developing a successful fundraising strategy [E]  Awareness of good practice and trends in fundraising, and how to keep up to date [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 and safeguarding policies and procedures, the principles of Data Protection, and experience in carrying out risk assessments. | Application Form; Interview  Application Form; Interview  Application Form; Interview  Application Form; Interview  Application Form; Interview |
| **Skills** | Ability to work flexibly in response to changing situations [E]  Ability to think and plan strategically, and an ability to assess and prioritise new initiatives to increase the income of a charity [E]  Strong interpersonal skills, 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]  Excellent written and oral communication skills with the ability to enthuse and inspire others. [E]  Ability to to produce graphics, design publications, and produce engaging video content for use on social media, websites and print publications [D]  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 or supporters in a calm, sensitive manner [E]  Ability to operate in a cohesive and supportive team and the importance of interdependence in achieving goals (team work) [E] | Application Form; Interview  Application Form; Interview  Application Form; Interview  Application Form; Interview  Application Form; Interview  Application Form; Interview  Application Form; Interview  Application Form; Interview  Application Form; Interview |

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| **Other requirements** | Ability to drive and to provide own vehicle, insured for business use [E] | Application form and Interview |