

## Personnel Specification

The Personnel Specification shows essential skills, abilities, knowledge and qualifications required to be able to carry out the duties of this post. Please address, in completing the application form, each criterion listed in the specification, drawing upon all of your experience, whether at work or on a voluntary basis.

### Job Title: Marketing and Fundraising Executive

Factor	Essential
<b>Essential Qualifications and Experience</b>	<ul style="list-style-type: none"> <li>• Degree or equivalent in marketing or a relevant business-related discipline.</li> <li>• A minimum of 3 years' experience in marketing.</li> <li>• Experience in delivering marketing support to include generating website and/or social media content, event management, literature design, engagement with media contacts.</li> <li>• Knowledge and experience of funding / grant application procedures.</li> <li>• IT literate to include extensive use of electronic communications, desktop publishing and Microsoft Office programmes.</li> </ul>
<b>Essential Skills and Aptitude</b>	<ul style="list-style-type: none"> <li>• Excellent written communication skills to analyse, interpret and present complex information in a clear and persuasive way for a wide range of audiences.</li> <li>• Highly developed ability to verbally convey information, including fundraising pitches and project updates to a range of audiences in a clear, inspiring and confident way.</li> <li>• Drive and determination to get things done in a busy and dynamic working environment.</li> <li>• Commitment to Employers For Childcare's philosophy and values</li> </ul>

<b>Essential Special Circumstances</b>	<ul style="list-style-type: none"> <li>• Ability to work flexibly and travel occasionally throughout Northern Ireland, UK and elsewhere at times demanded by the job.</li> <li>• Possess a full driving licence and have access to a car for work purposes.</li> <li>• Willingness to actively participate in all photographic and media opportunities to promote the organisation.</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Competent in the use of graphic design package Adobe CS4.</li> </ul>