

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: PR and Communications Manager

Factor	Essential	Desirable
Essential Qualifications and Experience	<p>A degree in a marketing-related discipline or equivalent and a minimum of 3 years post qualification experience in a marketing role</p> <p>Experience must include:</p> <ul style="list-style-type: none"> • Digital marketing including a practical, working knowledge of: <ul style="list-style-type: none"> – SEO and website optimisation – Content management – Google analytics • Design and production of in-house promotional materials • Management of marketing campaigns • Event Management • Managing social media channels • Media relations <p>A minimum of 1 years' direct line management experience at senior management level</p> <p>It is essential to be IT literate to include extensive use of electronic communications, desktop publishing and Microsoft Office programmes.</p>	<p>Competent in the use of graphic design package Adobe CS4 and CS6.</p> <p>Technical experience to include:</p> <ul style="list-style-type: none"> • Understanding of server, printer, laptop and PC troubleshooting • Knowledge of operating systems, software and networking <p>Membership of the Chartered Institute of Marketing (CIM).</p>

Skills and Aptitude	<p>Applicants must demonstrate the ability to:</p> <ul style="list-style-type: none"> • demonstrate attention to detail, to ensure materials and information are to a high-quality standard • communicate clearly both orally and in writing and the ability to adjust the format, style and content of communications to suit internal and external requirements • organise workload to achieve objectives within a specified time • work well on own initiative as well as part of a team 	
Knowledge and Understanding	<ul style="list-style-type: none"> • An understanding of the of Employers For Childcare 	<ul style="list-style-type: none"> • An understanding of the importance of a Social Enterprise within the NI economy
Special Circumstances	<p>It is essential to:</p> <ul style="list-style-type: none"> • have a Full UK driving licence and access to a car for work purposes • work flexibly to fulfil the role including evenings and weekends as required • travel occasionally throughout Northern Ireland, UK and elsewhere at times demanded by the job • actively participate in all photographic and media opportunities to promote the organisation 	