**Person Specification - Cransley Hospice Trust**

**Digital Marketing Coordinator (One year FTC)**

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|  Category | Essential Role Requirements | Desirable Role Requirements  | Method of Testing |
| Job related knowledge and skills  | * Digitally savvy: Comfortable making technical Wordpress website amendments and using Google Analytics to inform updates
* Broad social media experience (specifically Facebook, Twitter, Instagram and LinkedIn)
* Excellent written and verbal communication skills
* Exceptional IT Skills
* Ability to manage multiple priorities and work to tight deadlines with minimal supervision
* Excellent organisational and time management skills
 | * Experience using Mailchimp
* Experience in implementing and monitoring PPC
* Knowledge of GDPR restrictions
* An understanding of hospice services
 | CV, covering letter and interview. |
| Education/Qualifications | * Hold an appropriately related degree
 |  | CV and covering letter |
| Personal Qualities | * Self-motivated and flexible
* Positive attitude
* A desire to continually improve
* Ability to work as part of a collaborative team
* An empathy to the needs of people affected by the services of Cransley Hospice Trust
* A commitment to working as part of the whole Hospice Team and supporting the vision and ethos of Cransley Hospice
 |  | CV, covering letter and interview |
| Additional Requirements | * Able to occasionally work outside of normal hours to include evenings and weekends to meet the needs of the role
* To be committed to the principles of equal opportunities and diversity
 | * Full driving licence and use of a vehicle
 | Interview |