**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 |