

PERSON SPECIFICATION

Post: Marketing and Communications Leader

	Essential	Desirable
Education, Qualifications & Training	<ul style="list-style-type: none"> • Good standard of education / training 	
Experience	<ul style="list-style-type: none"> • Experience of marketing. • Experience of Business development • Experience of writing successful bids and tenders / grant applications. • Experience of working at a strategic level with partners and building and maintaining relationships. • Experience of working to tight deadlines with minimal supervision. • Experience / understanding of working with a senior management team 	
Knowledge	<ul style="list-style-type: none"> • Knowledge of commissioning and challenges and opportunities facing the voluntary sector. • Knowledge of social care health and wellbeing services. • Understanding of quality assurance and continuous improvement strategies. 	
Skills	<ul style="list-style-type: none"> • Excellent business planning and development skills, including finance, marketing and communications expertise. • Excellent communication, networking and influencing skills. • Excellent people management skills. • All round skills to achieve tasks with minimal supervision / support. 	
Values and Attitudes	<ul style="list-style-type: none"> • Vision, dedication and enthusiasm. • Self motivated, flexible and dynamic. • Creative and proactive in seeking opportunities. • Thrives in an environment of change. • Professional, with tact and diplomacy. • Strategic thinker. • Occasional evening / weekend work. 	