

## PERSON SPECIFICATION



<b>Job Title</b>	Marketing and Communications Manager	
<b>Department</b>	Fundraising and Community Engagement	
<b>Qualifications</b>	GCSE Maths and English at grade C or above.	Essential
	Qualification in Digital Marketing, Social Media Marketing, Journalism, Communications or similar	Desirable
<b>Experience</b>	Demonstrable experience in creating content for social media, digital marketing, social media management and traditional marketing methods.	Essential
	Good level of technical knowledge and experience of relevant platforms – Facebook, Instagram, Twitter, LinkedIn, WordPress.	Essential
	Experience in responding to enquiries, comments, and feedback on social media, protecting NOAH's reputation, escalating to other departments when appropriate.	Essential
	Line management	Desirable
	Customer relationship management, business development / sales	Essential
	Knowledge and experience of the optimisation of social media channels, primarily Facebook, Instagram and Twitter	Essential
	Experience maintaining, updating, and managing a website, ideally using WordPress	Essential
<b>Skills, knowledge, and ability</b>	An excellent command of English language, grammar and spelling for accurate copywriting and proofreading	Essential
	Excellent communication skills.	Essential
	Effective organisational skills, with the ability to work under pressure and to tight deadlines.	Essential

## PERSON SPECIFICATION



	<p>Understanding of General Data Protection Regulations (GDPR) with knowledge of legislation and law relevant to marketing.</p> <p>Planning and developing training materials and programs</p>	<p>Essential</p> <p>Desirable</p>
<b>General</b>	<p>You will have a passion for identifying and sourcing interesting stories and writing engaging content.</p> <p>Highly organised, with good time management skills and the ability to prioritise well.</p> <p>Self-motivated, able to take initiative and meet deadlines.</p> <p>Experience of working effectively with people from diverse backgrounds.</p> <p>Evidence of understanding how to promote equality and diversity within the job role.</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p>
<b>Values and ethos</b>	<p>Demonstrate an understanding and respect for the Christian ethos at NOAH</p> <p>Demonstrate and live out the values and ethos of NOAH</p> <p>Demonstrate an ability not to judge others and to treat everyone fairly and equally</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p>

NOAH is committed to safeguarding and ensuring the welfare of children, young people and vulnerable adults and expects all employees and volunteers to share this commitment. The suitability of all prospective employees or volunteers will be assessed during the recruitment process in line with this commitment and our Safeguarding Policy and Procedure.