

Person specification: Fundraising, Marketing and Events Co-ordinator

Education	
Essential	Desirable
"A" level education minimum	Further education qualifications
Experience	
Essential	Desirable
Excellent IT skills and familiarity with all key programmes (Microsoft Office; Quark; Adobe Photoshop etc)	
Experience of website usage, development and updating	Experience of working on e-marketing programmes
Experience of databases – especially Access based systems	
Experience of collating newsletters	Understanding of building photographic libraries and their storage/application
Proven experience of developing literature and materials	Good eye for design
Experience of personally communicating and influencing a range of audiences	Experience of working to a defined strategy – in particular marketing or fundraising
Knowledge, Skills and Understanding	
Essential	Desirable
Skilled in use of new technologies, especially internet, for communications and fundraising	Ability to develop ideas and make recommendations
Skilled in producing reports	Ability to analyse data and trends to feed into decision making
Good communication skills	
Excellent organisational skills and attention to detail	
Ability to work on a number of projects at any one time	
Personal Qualities	
Essential	Desirable
	Knowledge of French
Creative and Innovative	
Ability to work flexibly, to tight deadlines and under pressure	
Ability to work collaboratively with others across the organisation	
Willingness to work some evenings and weekends	