



Person Specification

Campaigns and Communications Manager

The person specification is a picture of skills, knowledge and experience needed to carry out the job. It has been used to draw up the advert and will also be used in the short-listing and interview processes for this post. Candidates are encouraged to answer the essential list below to the best of their ability.

Essential	Desirable
A. Experience and Qualifications	
Significant experience in a campaign and communications role in a medium size non-profit organisation or similar.	
Experience using content management systems and providing reports on website performance and digital campaigns, including data analysis and recommendations for improvement.	
Proven track record in developing and implementing communication strategies.	
Experience of delivering effective public campaigning strategies that aim to achieve policy change.	
Experience of relationship building/influencing with stakeholders from different organisations, backgrounds and communities to encourage partnership working and joint campaigning.	Experience of engaging and empowering clients to participate and influence local and national campaigns.
Knowledge and experience in supervision and managing a small team.	
B. Skills and Abilities	
Outstanding writing and story development skills and proven ability to write content for a range of platforms and publications, translating complex ideas into simple messages.	
Demonstrable ability to develop key messages and create and maintain communication briefing processes that	

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ensure appropriate and consistent language and terminology across all media.	
The ability to deal with sensitive and complex issues with discretion and ensure that our service users are supported, included and respected when participating in our campaigning and communications work.	
Proven organisational skills and ability to be flexible, time manage, work under pressure and meet deadlines.	
A confident presenter and public speaker.	
C. Knowledge and Understanding	
Strong knowledge of how national and local campaigns can influence decision makers, including how policy, public affairs and campaigns interact to create positive change.	
Awareness of issues and barriers faced by refugees, asylum seekers and migrants in accessing appropriate services and support.	Knowledge and understanding of legislation relevant to refugees, asylum seekers and migrants.
Cross-cultural sensitivity to and understanding of the needs of refugees and migrants.	
D. Personal attributes	
Highly motivated and ability to work alone or as part of a team.	
Creative and innovative in all aspects of work.	