

ZARACH PERSON SPECIFICATION

COMMUNICATIONS OFFICER

CRITERIA	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
Qualifications	<ul style="list-style-type: none"> GCSE (or equivalent qualification) English - pass. 	<ul style="list-style-type: none"> Degree or equivalent experience in communications and marketing 	CV and cover letter
Skills	<ul style="list-style-type: none"> Excellent written and verbal communication skills Competent in using Google Workspace, Microsoft 365 or equivalent office suites. Excellent attention to detail Organised and can prioritise in a busy 	<ul style="list-style-type: none"> Competent in use of CRM softwares such as Salesforce Ability to learn new procedures quickly Knowledge of GDPR 	CV, cover letter and interview

	<p>environment</p> <ul style="list-style-type: none"> • Competent in use of Canva or equivalent design applications • Competent in use of editing software for content creation • Self motivated and can use initiative 	<p>practices</p>	
Experience	<ul style="list-style-type: none"> • Experience in capturing content for use across social media channels with varied audiences • Experience in copywriting • Competent in using scheduling tools • Experience working across multiple projects with a number of stakeholders simultaneously 	<ul style="list-style-type: none"> • Charity communications experience • Experience working within a small team where everyone helps each other • Experience in copywriting to enhance donor and supporter journeys 	CV, cover letter and interview
Personal attributes	<ul style="list-style-type: none"> • Open • Respectful • Collaborative • Aspirational 	<ul style="list-style-type: none"> • Problem solver • Proactive • Strong interpersonal skills 	Cover letter and interview

	<ul style="list-style-type: none"> ● Mission focused ● Empathetic to the people we support ● Caring, friendly nature 		
<p>A basic DBS check will be requested as part of the final stages of recruitment. Please email srish@zarach.org if you would like to see our DBS policy.</p>			