

TOGETHER ACTIVE

Staffordshire & Stoke-on-Trent

Person Specification

Communications Officer

Essential Criteria:

- 1. Excellent Communication Skills:** Ability to communicate effectively across various platforms, ensuring clarity and engagement with diverse groups.
- 2. Relationship Building:** Proven capability to quickly establish and maintain productive relationships with internal team members, the board, external partners, and stakeholders.
- 3. Brand Management Expertise:** Experience in maintaining and protecting a brand's identity across all communications channels, ensuring consistency and authority in messaging.
- 4. Content Creation Skills:** Ability to produce high-quality, compelling content that aligns with brand guidelines.
- 5. Social Media Proficiency:** Strong experience in planning and executing dynamic social media strategies that increase engagement, followers, and campaign reach.
- 6. Analytical Skills:** Proficient in using analytics tools to measure the effectiveness of communication strategies and adapt based on performance data.
- 7. Professional Curiosity:** Shows initiative in staying current with communication trends and technologies that can enhance messaging and engagement.
- 8. Commitment to Organisational Goals:** Driven by a genuine belief in Together Active's mission to promote physical activity and health and wellbeing.
- 9. Diversity and Inclusion:** Maintains respect and an inclusive approach when communicating with individuals from diverse backgrounds.

10. Team Collaboration: Approachable with a sense of humour and humility.

11. Technical Proficiency: Excellent skills in Microsoft Office and other relevant communications and design software such as Canva.

Desirable Criteria:

1. Qualifications in Communications/Marketing
2. Background in working with non-profit organisations, particularly in roles related to communications.
3. Personal or professional experience that aligns with the challenges faced by the communities Together Active serves, enhancing the authenticity and impact of communications.