

PERSON SPECIFICATION

Digital Communications Officer



Key competencies

- Intuitive user of tech
- Natural communicator
- Highly motivated
- Collaborative worker
- Nature geek!

Experience

Essential

- Wide-ranging digital comms or digital marketing experience
- Social media content origination, design and follow-up conversations
- Designing, producing and managing effective email comms
- Integrated campaigns using digital, print & broadcast media
- Effective use of analytics to drive success

Desirable

- Developing digital brand and voice
- Translating digital content into offline action
- Photography and film making for digital use
- Leadership role in a project or campaign
- Use of CRM database for relationship building

Knowledge

- Current communication and media trends
- General knowledge of the natural world
- Comms, design and mailing packages
- Digital fundraising tools / platforms
- GDPR and e-communications frameworks

Skills

Essential

- Excellent IT skills - technical and creative
- Excellent research and copywriting skills
- Ability to work on own initiative and contribute effectively to a team
- Prioritising and meeting deadlines
- Current driving licence