

Person Specification – Communications and Marketing Officer, Daisi

You will be someone who:



1. Is enthusiastic, confident, creative and approachable with demonstrable experience and proven track record of developing and delivering communications and marketing plans and campaigns in the charity sector
2. Can work independently, creatively, and with self-motivation, as well as collaboratively in a team
3. Has a relevant qualification (or equivalent, such as demonstrable experience or a qualification in a related subject) in marketing and/or communications
4. Has excellent computer skills including competence (or capacity to learn) across a wide range of programmes and apps including (but not limited to) MS Office 365 (e.g. Excel, Word, PowerPoint, SharePoint, OneNote, Teams, Forms, Outlook), social media, website e.g. WordPress, Mailchimp, Google calendar, design platforms such as Canva, online CRM platforms etc.
5. Has excellent communication skills, including verbal and written, and understanding of working within house style, and within branding guidelines
6. Is confident to engage effectively with technical providers, such as website and IT/Comms providers
7. Is confident to communicate in a professional, knowledgeable and approachable manner with a wide range of people, including stakeholders and funders, teachers, artists, young people, parents, Board members, project partners, supporters and potential supporters from a wide range of sectors
8. Has a strong attention to detail, produces accurate, fit-for-purpose work, and can also support these skills and approaches in other staff, e.g. through proof reading, editing, advising
9. Can organise and prioritise your own workload efficiently, working to evolving deadlines and timeframes, in-line with the wider organisational time-frames and needs



10. Can work within existing processes and systems, but also understands that in a small charity working across a varied range of projects your role will include refining and developing current systems as well as creating new ones
11. Can work in a hybrid work pattern including some work from home and some work from Daisi's office at Exeter Phoenix
12. Can work mainly in an office/computer-based environment, but is also available to travel to meetings and events as required across Devon and Torbay and beyond, some of which may take place out of normal office hours
13. Has knowledge and/or interest in arts education and a commitment to improving outcomes for children and young people