



## PERSON SPECIFICATION

Position: Digital Communications Assistant

Date: Nov 2021

REQUIREMENTS	Essential	Desirable	Application/ Interview
<b>Education</b>			
A-levels or equivalent qualifications	✓		Application
Undergraduate degree or equivalent		✓	Application
<b>Experience and attitude</b>			
Experience of writing content for a website		✓	Application/ Interview
Experience working in as a member of a team		✓	Application/ Interview
Experience of social media posting for an organisation		✓	Application
Organised, able to work under pressure, prioritise workload, and meet deadlines.	✓		Interview
Eager to learn about and understand the work of FPM, healthcare, membership bodies and the charity sector.	✓		Interview
Able to demonstrate an eye for detail	✓		Application/ Interview
<b>Knowledge and skills</b>			
Knows how to produce graphics for social media as well as websites		✓	Application / Interview
Has a good understanding of English Language, both written and spoken	✓		Application / Interview
Can adapt their style and tone to engage a wide audience using different media and social channels	✓		Application / Interview
Has good interpersonal skills, with the ability to deal confidently with a range of people at all levels, both internally and externally	✓		Interview
Has excellent communication skills including face to face, online, written and telephone	✓		Interview
Has proficient computer skills – experience with Word, Outlook, Excel, PowerPoint, and online platforms such as MS Teams and Zoom	✓		Application
Has experience with FPM's digital communication tools and platforms – Wordpress, Canva, Mailchimp, Buffer		✓	Application / Interview