PERSON SPECIFICATION

Position: Digital Communications Coordinator   Date: June 2023

REQUIREMENTS	Essential	Desirable	Application/ Interview
Education			
A-levels or equivalent qualifications	✓		Application
Undergraduate degree or equivalent	✓		Application
Experience and attitude			
Demonstrates a collaborative approach when working on tasks	✓		Application/ Interview
Experience of writing content for a website	✓		Application/ Interview
Experience working 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
Is a self-starter and is proactive in their approach	✓		Interview
Knowledge			
Knows how to produce graphics for social media as well as websites		✓	Application
Has a good understanding of English Language, both written and spoken	✓		Application / Interview
Understands how to work with committees and other groups of people		✓	Application
Skills			
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 digital communication tools and platforms – Wordpress, Canva, Mailchimp, Buffer		✓	Application / Interview
Has experience in producing audio-visual content such as video and podcasts		✓	Application / Interview