



PERSON SPECIFICATION

Position: Communications Administrator

Date: March 2025

REQUIREMENTS	Essential	Desirable	Application/ Interview
Education			
A-levels or equivalent qualifications	✓		Application
An undergraduate degree in Communications, Marketing, Public Relations, or a related field. OR An undergraduate degree in the life sciences.		✓	Application
Experience and Knowledge			
Competence in using standard office software and videoconferencing tools (e.g. Microsoft Office Suite, MS Teams, Zoom).	✓		Application
Familiarity with social media management and content creation for organisational purposes.	✓		Application
Experience in writing content for websites or other platforms.		✓	Application
Understanding of event planning and coordination.		✓	Application
Experience of using marketing and design tools and platforms, e.g. WordPress, Canva, Mailchimp, SurveyMonkey.		✓	Application
Awareness of data protection legislation and best practices in digital communications.		✓	Application
Experience using AI-powered tools for content creation.		✓	Application
Ability to create engaging visual and multimedia content, including graphics, animations, and short videos.		✓	Application
Experience of basic video shooting and editing.		✓	Application
Skills and Abilities			
Excellent verbal and written communication skills, with attention to detail.	✓		Interview
Strong organisational and time-management abilities, capable of handling multiple tasks and meeting deadlines	✓		Interview
Creative thinking with a proactive approach to problem-solving.	✓		Interview
Ability to work both independently and collaboratively within a team.	✓		Interview
Proficiency in using social media platforms and understanding their analytics.		✓	Interview
Ability to leverage AI tools for tasks such as content generation, image editing, and automating routine communications.		✓	
An understanding of best practices for digital audio-visual media, including video, and online engagement.		✓	Interview

Personal Attributes			
An enthusiasm to learn and develop in a supportive and professional environment.	✓		Application/ Interview
Eagerness to learn about and understand the work of FPM, healthcare, membership bodies and the charity sector.	✓		Application/ Interview
Can show good interpersonal skills, with the ability to deal comfortably with a range of people at all levels, both internally and externally.	✓		Interview
Open to exploring new digital trends, including AI-powered marketing and communication solutions.	✓		Interview

This position requires proof of the right to work in the UK. Successful candidates will be required to provide the necessary documentation before commencing employment.