

## Pinpoint Comms Officer – Personal Specification

Skills		
To be literate: to demonstrate a high standard of written and verbal English, commensurate with the role.	Essential	
To be a competent proof reader, able to demonstrate a good standard of proof reading, grammatical knowledge and ability to do so under deadline conditions.	Essential	
Demonstrable ability to use Word to a high standard to prepare comms materials.	Essential	
Demonstrable ability to use Adobe / PageMaker and other software to create and manipulate documents.	Essential	
Ability to work on own initiative, managing and prioritising workload to deadlines and confident in taking decisions having assessed priorities and risks.	Essential	
Ability to quickly identify issues and risks and to use comms expertise to diffuse them or manage them in line with Strategic aims of organisation.	Essential	
Ability to build effective relationships with parent carers, the staff team, partners and a range of organisations and individuals. An ability to build rapport and demonstrate empathy through face to face, written and other comms activities.	Essential	
Ability to communicate effectively with our parent carer audience with appropriate understanding of SEND issues and audience experience influencing tone, language and content.	Essential	
Ability to flex communications styles between audiences and to produce a range of materials relevant to the different aspects of Pinpoint's work. this may include contributing to fundraising bids, report writing and producing other documents such as the annual report.	Essential	
To have strong presentation skills and good interpersonal skills, able to represent Pinpoint as and when needed, including delivering face to face sessions if required.	Essential	
Ability to manage all aspects of comms work from strategy to creation, through to procurement and delivery.	Essential	

Knowledge		
Understanding of SEND issues and parental experience	Essential	
Knowledge of the voluntary/community sector organisations, in particular those working with families		Highly Desirable
Knowledge of local service providers providing a service to families of children and young people with additional needs		Highly Desirable
Knowledge of the needs of the families of children and young people with additional needs		Highly Desirable

Experience		
Experience of working in a comms role, designing communication activities and materials, producing copy, procuring print/advertising and delivering activity	Essential	
Experience in working in the voluntary sector, either in a paid or voluntary capacity		Highly Desirable
Experience of delivering fast-paced environment with no additional human resource		Highly Desirable

Experience of managing a multi-channel comms programme with particular reference to exploiting social media and online communications.	Essential	
--	-----------	--