Pinpoint Comms Officer Personal Specification

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| **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, Canva, Word Press, Hootsuite, Mailchimp and other software to deliver comms activity. | 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 |  |
| Ability to work flexible within a small team and be a strong team player | Essential |  |

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| Knowledge | | |
| Understanding of SEND issues and parental experience |  | Highly Desirable |
| 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 |

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| 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 in a fast-paced environment with no additional  human resource | Essential |  |
| Experience of managing a multi-channel comms programme with reference to exploiting social media and online communications. | Essential |  |