

Person Specification

Job Title:	Marketing Content Officer	Essential	Desirable
Attainments	In order to be considered for this post you will be required to demonstrate that you already have:		
Qualifications	<ul style="list-style-type: none"> • Educated to degree level or equivalent • Qualification in Journalism, Marketing, or another relevant field 		X X
Experience	<ul style="list-style-type: none"> • Proven experience of writing compelling, high-quality copy for multiple platforms. • Understanding of various multimedia platforms on which stories can be shared and how the story style needs to differ for each one. • Experience of selecting and using high impact images/photographs across different channels. • Experience of working with a charity or not-for-profit organisation. 	X X X X	
Skills and abilities	<ul style="list-style-type: none"> • Strong written and spoken Spanish skills. • Established copywriting and editing skills. • Experience and understanding of what makes a powerful story and the knowledge of how best this story can be shared. • An understanding of how to protect the dignity of those whose life events you are sharing, with knowledge of safeguarding, consent and Child Protection required. • Attention to detail and a commitment to developing and maintaining the systems and processes needed to coordinate story, image and content gathering activities. • Proactive and enthusiastic to develop ideas, improve processes and implement new initiatives. • Strong project and time management skills. The ability to deal with competing priorities, work independently and make decisions. • Skilled communication skills, able to work with a variety of stakeholders both face-to-face and remotely. • Confident in delivering presentations and trainings (in person and virtually). • Collaborative and able to work as part of a team with shared goals. • Sympathetic to the Christian ethos of the organisation. • An understanding of ethical storytelling and photography practice, safeguarding and Child Protection. • An understanding of GDPR regulations and Fundraising Regulator guidelines. 	X X X X X X X X X X X	X X X

Circumstances	To be successful in this role you need to be:		
	<ul style="list-style-type: none"> • Within reasonably easy reach of the Toybox office. • Able and willing to work occasional unsocial hours. • Willing to travel if required on occasion. 	X X	X