

## **Digital Officer** **Personal Specification**

<b>CRITERIA</b>	<b>E</b>	<b>D</b>	<b>Assessment</b>
<b>Qualifications</b>			
Educated preferably to degree level or equivalent, with a good standard of English and Maths	✓		
<b>Experience</b>			
Experience of working in a digital marketing or digital communications environment	✓		
Experience using a CMS, such as Wordpress, including the creation of form	✓		
Practical experience of using social media to reach varied audiences, with multiple key message and targets	✓		
Demonstrate a creative approach to developing, implementing and evaluating digital activities		✓	
Experience of digital marketing, SEO best practice, social media and web analytics		✓	
Proven experience of creating engaging copy and content to be shared online and offline	✓		
<b>Personal Attributes &amp; Behaviours</b>			
Have a high regard for the work of hospices and a commitment to their ethos	✓		
A strong team player with the enthusiasm and energy to act proactively and demonstrate initiative	✓		
Passion and enthusiasm which inspires others to support your own campaigns and the cause	✓		
Have a flexible approach to working hours and be available in the evenings and at weekends occasionally when required	✓		
Show ongoing commitment to your own personal development	✓		
<b>Knowledge, Skills &amp; Abilities</b>			
Excellent written and oral communication skills, including telephone, email, face-to-face and proposal writing	✓		
Website Management: Proficient in WordPress and associated plug ins as well as maintenance systems such as 123 Reg and reporting using Google Analytics	✓		
Digital Advertising: Proficient in using Meta ads for targeted marketing on social media and an understanding of Google Ads	✓		
Multimedia production skills: including Adobe Photoshop and Canva and video production software such as Premier Pro		✓	
Knowledge of relevant legislation, including data protection and information governance		✓	
Full driving licence and access to own vehicle with business insurance	✓		