

**Person Specification**

**The post holder must be a disabled person**

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|  | **Essential** | **Desirable** |
| **Qualifications** |  |  |
| Degree in a relevant subject, or equivalent experience in communications or marketing | E |  |
| **Experience** |  |  |
| A minimum of 2 years’ experience in marketing and social media experience  | E |  |
| Previous experience of producing engaging materials for print and social media | E |  |
| Have an engaging, proactive and creative approach to content creation | E |  |
| Experienced in writing, editing and proofreading and producing engaging materials for print and social media. | E |  |
| Experience in design and video editing  |  |  |
| Experienced with using Google Analytics and web Content Management Systems | E |  |
| Experienced in writing and updating website copy using CMS | E |  |
| Previous experience of working in the Third Sector |  | D |
| **Knowledge** |  |  |
| Knowledge of using Eventbrite, Mail Chimp and Survey Monkey | E |  |
| IT literate: knowledge of using Microsoft Office and web based applications including email, e-marketing, online surveys, e-discussion groups  | E |  |
|  |  |  |
| Knowledge of working within the Charity Sector and the associated policies and procedures |  | D |
| **Skills** |  |  |
| Ability to utilise all social media platforms and web applications to support marketing activity and corporate image | E |  |
| Ability to adopt a motivated, committed and flexible approach to duties | E |  |
| Self-motivated and able to work independently | E |  |
| Ability to manage competing demands with good organisational skills | E |  |
| Ability to work as a team member and on own initiative | E |  |
| Ability to work to deadlines | E |  |
| Ability to prioritise workload | E |  |
| Ability to work creatively, make routine decisions and problem solve with limited resources | E |  |
| Welsh Language Skills |  | D |
| **Values/Commitment to** |  |  |
| The Social Model of Disability | E |  |
| DW’s mission, aims and objectives and values | E |  |
| Equality, Diversity and Human Rights | E |  |
| An Inclusive Society | E |  |
| The cultural importance of the Welsh Language | E |  |
| A team working approach across DW | E |  |
| Good working practices, e.g. professionalism, confidentiality, punctuality, adaptability | E |  |
| Continuous professional development | E |  |
| **General Criteria** |  |  |
| Support the ongoing development of DW membership through all communication channels | E |  |
| Willingness to travel throughout Wales and beyond, which may require overnight stays in line with the duties of the post. | E |  |