

PERSON SPECIFICATION

POST TITLE	Communications and Social Media Assistant
DEPARTMENT	Connect, Media and Communications

	Essential	Desirable
Education and training	<ul style="list-style-type: none">a) 5 GCSEs at Grade C or above, including Maths and English (or equivalent)b) 3 A-levels (or equivalent)c) Degree in a Communications / Marketing related degree OR Minimum of two years' experience in a Communications or Marketing related role	<ul style="list-style-type: none">a) Communications qualifications and/or training

	Essential	Desirable
Relevant experience	<ul style="list-style-type: none">d) Producing written copy to a briefe) Managing a content planning calendarf) Preparing content for delivery across various channels (e.g., email, social media, web)g) Using own initiative to complete tasksh) Producing and maintaining accurate and detailed informationi) Working as part of a teamj) Managing various tasks and priorities to deadlines	<ul style="list-style-type: none">a) Social media account managementb) Implementing communications, digital marketing and social media strategiesc) Proof-reading / copyeditingd) Using paid-for Facebook Ads, Google Ads, or similar as part of a marketing campaign

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> a) In-depth knowledge of key current social media platforms, their metrics, and their management systems (including Facebook and Instagram) b) Clear understanding of key elements in marketing campaigns c) Understanding of various communication channels and their benefits and audiences d) Microsoft Outlook, Word, PowerPoint & Excel 	<ul style="list-style-type: none"> a) YouTube management, TikTok and other streaming and/or social media platforms

	Essential	Desirable
Skills & Abilities	<ul style="list-style-type: none"> a) Advanced written communication skills and ability to read, write and edit copy to an excellent standard in English b) Excellent verbal communication skills with a good command of the English language c) Creating original content for specific target audiences d) Excellent organisational skills e) Good interpersonal skills f) Ability to prioritise and achieve deadlines g) Ability to maintain confidentiality h) Accuracy and attention to detail, particularly when working to tight deadlines i) Excellent computer literacy and ability to learn how to use unfamiliar systems j) Good analytical skills 	

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Other attributes	<ul style="list-style-type: none"> a) Committed Christian b) Adhere to the vision and values of KingsGate c) Willingness to work in a flexible manner d) Willingness to serve others e) Initiative and enthusiasm f) Passionate believer in the power and potential of digital, with a desire to produce content to reach people, foster community, and represent the vision and values of KingsGate in the online space g) Eagerness to learn about new platforms and software systems h) Positive and friendly manner with a 'can-do' approach i) Willingness to work non-standard hours when necessary j) Commitment to equality & diversity 	

This person specification was reviewed by the Assistant Head of Communications and Weekend Services in November 2021.