

PERSON SPECIFICATION

POST TITLE

Communications and Social Media Assistant

DEPARTMENT

Connect

	Essential	Desirable
Education and training	<ul style="list-style-type: none"> a) 3 A-levels (or equivalent relevant training) b) Bachelors degree (II:I classification or higher) 	<ul style="list-style-type: none"> a) Communications qualifications / training b) Communications / Marketing related degree

	Essential	Desirable
Relevant experience	<ul style="list-style-type: none"> a) Implementing communications and digital marketing strategies, including social media strategies b) Social media account management c) Managing a content planning calendar d) Writing, editing, and proof-reading copy to a brief e) Preparing content for delivery across various channels (e.g., email, social media, web) f) Using own initiative to complete tasks g) Producing and maintaining accurate and detailed information h) Working as part of a team i) Managing various tasks and priorities to deadlines 	<ul style="list-style-type: none"> a) Using paid-for Facebook Ads, Google Ads, or similar as part of a marketing campaign b) Writing copy for web and/or print c) SEO d) Social media content creation (personal and/or on behalf of someone else, a brand, or an organisation) e) YouTube channel management

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

	Essential	Desirable
Skills and 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) High-level of initiative and enthusiasm e) Excellent organisational skills f) Good interpersonal skills g) Ability to prioritise and achieve deadlines h) Ability to maintain confidentiality i) Accuracy and attention to detail, particularly when working to tight deadlines j) Excellent computer literacy and ability to learn how to use unfamiliar systems k) Good analytical skills 	

	Essential	Desirable
Other attributes	<ul style="list-style-type: none"> a) Committed Christian b) Adhere to the vision and values of KingsGate c) 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 d) Eagerness to learn about new platforms and software systems e) Willingness to work in a flexible manner f) Willingness to serve others g) Initiative and enthusiasm 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 Head of Communications and Sunday Services in September 2024.