

**The Ecology Centre
Person Specification**



Post: Marketing and Fundraising Manager

You will need to demonstrate in your application and at interview, that you meet the essential criteria for this post. It will help you greatly if you can demonstrate that you meet a number of desirable characteristics.

	<i>Essential</i>	<i>Desirable</i>
Skills & Experience	<p>At least 3 years recent experience of marketing products and / or services</p> <p>At least 2 years experience of working in the third sector.</p> <p>Experience of building relationships with funders and / or donors.</p> <p>Experience and confidence in using Twitter, Facebook & You tube</p> <p>Ability to prioritise and focus to deliver against clear goals</p> <p>Strong organisational skills.</p> <p>Strong I.T. skills in all office packages (including excel), email and internet.</p> <p>Excellent verbal and written communication skills.</p>	<p>Experience of website management.</p> <p>Experience of social enterprise.</p> <p>Experience of line managing others.</p> <p>Understanding of databases.</p>

	<i>Essential</i>	<i>Desirable</i>
Values & attributes	<p>A strong interest in the use of visual images in story telling</p> <p>An approachable and helpful manner.</p> <p>A flexible, adaptable and innovative approach.</p> <p>An understanding of and empathy for disadvantage within society</p> <p>Empathy and social skills to develop strong relationships with partners.</p> <p>An ability to persuade others.</p> <p>An ability to lead and work as part of a team.</p> <p>A commitment to The Ecology Centre and enthusiasm for the post.</p>	<p>A commitment to environmentally friendly practices.</p>
Education & Knowledge	<p>Qualified to degree level or be able to demonstrate equivalent knowledge.</p> <p>Knowledge of marketing, social media and quality online content.</p>	<p>A qualification in marketing.</p> <p>A knowledge and understanding of the current funding climate.</p>