

PERSON SPECIFICATION



Job title: Social Media and Marketing Content Executive (Maternity Cover)

Department: Marketing and Communications

Responsible to: Communications & PR Manager

Grade: C1

Job Purpose

We are looking for a Social Media & Marketing Content Executive to join our Marketing and Communications Team for a 12-month maternity cover. This exciting position is perfect for individuals currently working in or aspiring to start a career in social media, marketing, or content creation.

With no day ever being the same, this is a varied and exciting role where you will be involved in marketing campaigns that inspire supporters to participate in and donate to our fundraising events and initiatives

Requirements	Essential	Desirable	Evidence
Education/ Qualifications	A-level in media, marketing, graphic design or equivalent subjects	Degree in Marketing, Digital Marketing or equivalent	CV / Application Form Certificates
Previous Experience		Experience in working on social media platforms is advantageous. Experience of working or volunteering in a charity or healthcare setting Experience of working within a communications or marketing team	CV / Application Form Interview References

PERSON SPECIFICATION



Skills, Knowledge, Abilities	<p>Experience with design tools (e.g. Canva, Adobe Creative Suite) and video editing for social content.</p> <p>Proficient in using social media scheduling and analytics tools</p> <p>Knowledge of marketing via social media.</p> <p>Strong organisation skills and ability to manage multiple deadlines.</p> <p>Strong attention to detail and accuracy</p> <p>Excellent copywriting skills</p>	<p>Experience with paid social media advertising</p>	<p>CV / Application Form</p> <p>Interview</p> <p>References</p>
Attitude, Aptitudes & Personal Characteristics	<p>Can work well in a fast-paced environment.</p> <p>Enjoys working as part of a team.</p> <p>Has a can-do attitude and willing try new things to help us drive engagement and conversions.</p>		<p>Interview</p> <p>References</p>
Other requirements (e.g., on-call/driving licence/shifts)	<p>A flexible approach to work, and able to work occasional evening and weekends as required</p> <p>Driving License</p>		

PERSON SPECIFICATION



Reviewed by:	Chrissie Taylor Digital Marketing Manager	Date:	06-2025
Signed by employee:		Date:	