**PERSON SPECIFICATION – Media and Communications Officer**

| **Essential upon appointment** | **Desirable on appointment (if not attained, development may be provided for successful candidate)** |
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| **Qualifications**   * Education at degree level or equivalent occupational experience | **Qualifications** |
| **Experience**   * At least 2 years’ relevant experience in a similar role. * Significant experience of working with media outlets. * Success in both proactive and reactive media handling. * Significant experience with digital tools, social media management, and data analytics to inform communication strategies. * Planning and delivering projects within agreed deadlines. | **Experience**   * Experience of media and communications for a charity. * Working alongside those with lived experience of child sexual abuse. * Development and implementation of communications strategy. |
| **Skills and Knowledge**   * Very good understanding of different communication channels including news media and digital media to communicate effectively, story tell and engage with the public. * Proficient in writing, editing and publishing accurate and appropriate copy for online and printed communications to a variety of audiences. * Excellent written and verbal communication skills and proven ability to influence in both mediums. * Ability to think creatively and create attractive and engaging visual content. * Excellent interpersonal and presentation skills. * Attention to detail. * Sound organisational skills with the ability to manage multiple tasks and prioritise time, as well as work on own initiative and self-manage tasks. * Knowledge of Microsoft Office Suite including Word, Excel etc. | **Skills and Knowledge**   * A good understanding of technology-assisted child sexual abuse and the related issues. * Proficiency in tools like Canva, Mailchimp, Google Analytics and content management systems. * Proficiency on social media platforms including X, Facebook and LinkedIn. |
| **Personal attributes**   * Care passionately about, and advocate for, children’s rights. * Commitment to working with, and elevating the voices of, those who have lived experience of child sexual abuse. * Ability to work as part of a team and independently. * A positive ‘can-do’ attitude and a willingness to take on new challenges. |  |
| **Other Requirements**   * Committed to MCF’s vision and ethos. * Demonstrable commitment to equality and diversity. * Committed to Continual Professional Development (CPD). * Motivation to work on behalf of children, young people and their families. * Enhanced DBS clearance. |  |