**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.

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| **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.
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| **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.
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| **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.
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