



Communications Officer

PERSON SPECIFICATION

Criteria	Essential	Desirable
Experience of working in marketing and communications within the charity sector	✓	
Proven track record of working on successful marketing and promotional campaigns both on and offline	✓	
Experience of and managing content on websites and social media channels	✓	
Proven creativity and design ability	✓	
Experience in social media	✓	
Experience of using a wide range of software packages	✓	
Basic understanding of and empathy with mental health issues. - desirable		✓
Ability to promote, adhere to, and implement branding guidelines	✓	
Able to work within the policies and procedures of North Kent Mind.	✓	
Able to work positively as a member of a team and attend staff meetings and events.	✓	
Good communication and organisational skills with a warm, calm, approachable manner, patience.	✓	
Able to ask for help or support if needed	✓	
Excellent proof-reading skills.	✓	
Excellent time-keeping skills.	✓	
Able to act on own initiative.	✓	
Flexible approach to work.	✓	
IT literate	✓	
Excellent team working skills	✓	
Excellent organisational skills	✓	