

## **SANDWELL ADVOCACY**

### **PERSON SPECIFICATION**

#### **Engagement and Marketing Officer – Parents, Advocacy Guidance and Empowerment (PAGE) Project**

##### **ESSENTIAL:**

- A knowledge and experience of marketing and communications.
- Previous experience in a similar role.
- Ability to develop an effective marketing strategy in line with the requirements of the project.
- Excellent interpersonal and verbal communication skills.
- A confident public speaker with ability to communicate effectively with experience in making presentations to small and large groups at all levels.
- An understanding and a confident user of a wide range of social media including Instagram, Facebook, Twitter and You Tube.
- High standards of written communication, grammar and spelling.
- Computer literate with strong working knowledge of Microsoft windows-based programmes.
- Ability to establish rapport with diverse groups and stakeholders.
- Proven track record of delivering measurable results.
- Ability to prioritise, manage multiple tasks and meet deadlines
- Demonstrate ability to effectively promote and raise awareness of issues affecting individuals who have a learning disability or autism and the work of the PAGE Project within a range of health and social care settings, utilising effective presentation methods appropriate for each situation.
- Demonstrate a commitment and understanding of equality of opportunity and an ability to work in a non-judgemental, enabling way.
- Self-motivated and able to work on own initiative, organising and planning tasks, keeping to work programme and meeting set performance indicators linked to the service specification and assessed operational outcomes.

- A commitment to ensure equitable access to the PAGE Project as directed by the needs of those who access the service.
- Ability to maintain positive relationships within the team, offering support to others and contributing to overall effectiveness of the outcomes of the project.
- Ability to maintain and respect confidentiality.
- Ability to undertake appropriate training in relation to the post and the needs of the organisation.
- Ability to travel locally (particularly when conducting advocacy visits to meet the requirements of the post), regionally and on occasions nationally to attend such events as conferences and training days.
- Experience of report writing and presentation of statistical information and provision of monitoring information for funders.
- A knowledge and understanding of procedures around safeguarding and protection of vulnerable adults.

**DESIRABLE:**

- To hold a current full driving licence and have access to a car.
- Holder of recognised marketing qualification.
- Experience of project and event management.
- Experience of working with adults who have a learning disability or autism.