



## Person Specification

Department: **Fundraising and Marketing (Head Office)**  
 Job title : **Marketing Manager**  
 Responsible to: **Chief Executive**

Criteria	Essential	Desirable
<b>Experience and Job Knowledge</b>	Wide experience of working in a marketing environment Experience of delivering a marketing strategy Proven success of income generation through marketing Experience of managing budgets and accounts	Experience of working closely with volunteers Understanding of The Raisers Edge database Experience of writing a marketing strategy Line manager experience Similar previous position Experience working in a fundraising team
<b>Skills and Competencies</b>	Competent oral and communication skills Strong planning and organisational skills Proficient in the use of IT software packages	Competent in analysis and use of statistics
<b>Personal Qualities</b>	Integrity & honesty Team leader & team player Highly motivated Positive temperament Flair and creativity Flexible and adaptable to work demands	Able to work outside of normal office hours
<b>Additional Requirements</b>	Driving licence	Interest and concern for the welfare of domestic animals