

LADY McADDEN BREAST SCREENING TRUST

PERSON SPECIFICATION

JOB TITLE	Engagement Manager (fixed term contract)
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	Description	Essential/Desirable
QUALIFICATIONS & EXPERIENCE	Current/Recent Experience of working in the third sector/fundraising	E
	Experience of promotional campaign generation using existing data (e.g. Mailchimp)	E
	Proven experience of coming into/ working a new organisation and taking on and managing short term projects successfully	E
	A high level of literacy and numeracy	E
SKILLS	Proven excellent organisational and administrative skills including ability to manage multiple projects at one time within strict deadlines and budgets; and able to manage frequent interruptions and prioritise a constantly changing workload	E
	Excellent writing style and skills, including experience of writing successful fundraising led emails	E
	Demonstrable WordPress content management & updating skills	E
	Strong knowledge of Microsoft Excel and principles of CRM databases and other Microsoft Office Skills	E
	Ability to record accurate data from enquiries, partnerships and prospecting	E
	Good research skills: Ability to research and devise strategies, as well as spotting and taking advantage of donation opportunities	E
	Experience in the recruitment, organisation and inspiration of volunteers	E

	<p>Experience of working to and delivering fundraising outcomes.</p> <p>Extremely competent in Social media and generating posts/following/interactions – Twitter, Facebook, Instagram and taking on new platforms as they become popular</p>	<p>E</p> <p>E</p>
PERSONAL QUALITIES	<p>Resilient, determined, professional, friendly and resourceful, evidencing creativity and innovation</p> <p>Confident and personable, able to put others at ease and comfortable in asking for donations/funding/support</p> <p>Able to forge constructive relationships quickly</p> <p>Proactive and an ability to work on own initiative to tight deadlines</p> <p>Able to think innovatively and in a clear minded fashion</p> <p>Able to confidently represent Lady McAdden in all situations</p> <p>Able to communicate issues clearly, succinctly and constructively.</p> <p>An entrepreneurial readiness to seize suitably researched new opportunities</p> <p>Be eager to source new ideas and initiate actions which improve results and add value</p> <p>Able to work flexibly as required</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>E</p>
OTHER REQUIREMENTS	<p>Current driving license and available vehicle is essential.</p>	<p>E</p>