

Person Specification
Head of Marketing and Communications

	Essential	Desirable
Education and Qualifications	<p>A minimum of the below:</p> <ul style="list-style-type: none"> • GCSE in Maths & English – Grade C or above. • A-level standard educational qualifications. • A first degree level qualification. 	<p>Any of the below:</p> <ul style="list-style-type: none"> • Holds a professional qualification or other appropriate higher Diploma. • Management Qualification. • Holds membership of an appropriate professional body (Chartered Institute of Marketing etc.)
Knowledge and skills	<ul style="list-style-type: none"> • Understanding of how to communicate to a range of diverse audiences. • Appreciation of how communications and reputation drives operational performance. • A strategic thinker. • Good leadership skills, and the ability to motivate and develop staff at all levels. • An understanding of confidentiality and GDPR legislation. • Understanding of using Google Analytics. • Professional standard written English with experience of writing for a wide range of audiences. • Excellent IT skills and good knowledge of the Microsoft Office suite. 	<ul style="list-style-type: none"> • Knowledge of the thoroughbred horseracing and breeding industries. • Competent user of Adobe Photoshop and/or Illustrator and InDesign. • Project management skills.

	<ul style="list-style-type: none"> • The skills to communicate effectively with a wide range of stakeholders. • Experience of budget management and allocation of resources. • Strong organisational and planning skills. • Excellent relationship-builder. • Good presentation skills. • Budget management. 	
Experience	<ul style="list-style-type: none"> • Experience of planning and execution of PR campaigns; writing press releases and promoting stories to the media. • Experience of managing social media accounts for an organisation or brand. • Experience with managing and updating website content. • Experience of supervising/managing others. 	<ul style="list-style-type: none"> • Experience of using MailChimp or a similar platform for e-marketing communications. • Experience of working in the charitable sector. • Experience of working in the racing industry.
Personal Qualities	<ul style="list-style-type: none"> • The ability to be accountable and responsible. • To be able to contribute proactively to the organisation's longer-term plans, and new ways of working. • A desire and the ability to evaluate and improve services. • A confident, resourceful and creative individual who can operate as a highly driven and motivated self-starter. • The willingness and ability to work flexibly and respond to the emerging needs of the business. • A willingness to travel throughout the UK when necessary. 	
Circumstances	<ul style="list-style-type: none"> • A full clean driving license and car owner. 	
Motivation and Expectations	<ul style="list-style-type: none"> • A commitment to continuous professional development. 	