

PERSON SPECIFICATION: DIGITAL DEVELOPMENT OFFICER

	Essential		Desirable	
Education/ Training	E1	*Degree or equivalent third level qualification in relevant discipline	D1	*A relevant qualification or accreditation in Digital Media, Marketing, e-commerce or equivalent.
Experience/ Knowledge	E2	*At least 2 years full time (or equivalent part time) demonstrated experience of a lead role working within media and marketing and communications	D2	* At least 3 years full time (or equivalent part time) demonstrated experience of a lead role working within media and marketing and communications
	E3	*Demonstrated experience of managing content for a website CMS	D3	*Experience in a similar role in the not-for-profit sector
	E4	*Writing, editing and managing high quality content for electronic media	D4	*Experience of digital/online fundraising
	E5	*Demonstrated experience using Google Analytics and SEO	D5	*Experience in the use of Adobe design software
	E6	*Demonstrated experience of managing social media campaigns	D6	*Experience of e-mail, adwords and/or display advertising campaigns
	E7	*Demonstrated experience in identifying target audiences and devising digital campaigns that engage, inform and motivate	D7	*Working knowledge of HTML
	E8	*Demonstrated experience of using a CRM system to meet organisational need	D8	*Practical experience of print, production and design
	E9	*Demonstrated experience in the use of Microsoft Office applications.	D9	*Knowledge of the housing and voluntary sectors
			D10	*Experience of generating income online.
Skills/ Attributes	E10	Excellent organisational, interpersonal, communication and presentation skills (telephone, written and face-to-face)	D11	Ability to analyse and identify trends in digital communications
	E11	Excellent time management skills		
	E12	Excellent written and verbal communication skills and ability to communicate effectively.		
Values	E13	Understanding and commitment to the Mission, aims and values of Housing Rights.		

**** Denotes short listing criteria – Not all desirable criteria may be utilised to shortlist depending on the volume of applications received.***

