

Person Specification

Marketing and Communications Coordinator



	ESSENTIAL	DESIRABLE
Intellectual skills	<ul style="list-style-type: none"> • Open minded and creative thinker with an appreciation of the 'quirk' that is Plymouth Music Zone • Passion for advocating using music and the arts to create social change 	<ul style="list-style-type: none"> • Marketing and communications certification
Experience	<ul style="list-style-type: none"> • Proven experience of working within a communications or marketing environment • Strong knowledge and experience of marketing and communications across multiple channels to internal and external audiences • Proven experience of managing successful recruitment campaigns for participation type activities • Extensive experience of sourcing, editing and proofing copy • Ability to write compelling and relevant copy for internal and external audiences 	<ul style="list-style-type: none"> • Experience using Mailchimp or other email client • Experience of third party scheduling (e.g. Hootsuite, etc.) • Experience of using web analytics • Blogging experience
PR and Marketing	<ul style="list-style-type: none"> • Demonstrable experience in digital marketing to effectively drive engagement • Creative flair to be compelling and able to sell ideas and evidence impact • Excellent working knowledge of social media channels • Experience of website management to ensure effective communications • Strong experience of planning, executing and monitoring email marketing campaigns 	<ul style="list-style-type: none"> • Experience of marketing & communication within arts organisation driving participant recruitment • Strong interest in design and experience with creative software packages • Proven experience of developing and managing relationships with press and media
Communication	<ul style="list-style-type: none"> • Excellent verbal and written communication skills • Strong listening skills, with the tact and diplomacy to work effectively with a wide range of people from every area of the organisation • A razor sharp eye for detail with the ability to deliver a high level of consistency 	<ul style="list-style-type: none"> • Experience of coordinating filmmakers, designers and other creative agencies

Fundraising support		<ul style="list-style-type: none"> • Proven experience using CRM database to recruit and develop relationships with donors • Proven experience of managing online fundraising campaigns • Demonstrable marketing experience in relation to supporting fundraising • Proven experience of social media marketing techniques to cultivate donor support
Management and organisational skills	<ul style="list-style-type: none"> • Proactive and highly organised with strong time management and planning skills and a proven ability to multi-task • Problem solving skills and ability to remain calm and positive under pressure • Producing and delivering materials to tight deadlines 	
Personal attributes	<ul style="list-style-type: none"> • Energy, drive, passion and enthusiasm • Confidence communicating with people from a range of backgrounds including understanding the needs of PMZ's diverse beneficiary groups • Willingness to learn and be open to new ideas • Able to work within a strong team ethos and with a very good sense of humour! • Tenacious and able to gain satisfaction in following projects through to completion • Having a passion for diversity and inclusion and all the other values we feel so strongly about at PMZ • Compassion and generosity of spirit towards others 	
Other	<ul style="list-style-type: none"> • Willingness to work flexible hours • Strong IT skills and proficient in use of Microsoft applications 	<ul style="list-style-type: none"> • Current full driving licence • Daily access to a car for work • Experience of CRM databases, ideally ThankQ • Passion for photography and/or video and its use in telling the story of what we do