

## EMPLOYEE SPECIFICATION

**Job Title: Carer Information & Communications Worker**

<b>Factor</b>	<b>Essential</b>	<b>Desirable</b>
Qualifications/ Training	Good standard of general education	Relevant degree or qualification in the communications, media or design field
Experience	<p>A minimum of 2 years' experience of working in an information/digital communications role.</p> <p>Experience of analysing large volumes of information and the ability to summarise it for diverse audiences</p> <p>Experience of writing for different audiences and dealing in social media</p> <p>Experience of Client Relationship Management (CRM) development and maintenance including the effective compiling and production of statistical reports for wider publication. E.g. Charity Log or other.</p> <p>Experience of working on own initiative</p> <p>Experience of working as part of a team</p>	<p>Experience of working in the community and voluntary sector.</p> <p>Experience of working within a carer organisation</p>
Knowledge/ Skills	<p>In depth understanding of social media platforms</p> <p>Working knowledge of a range of IT packages in particular Microsoft Office packages, CRM,</p>	<p>Understanding of the issues, challenges and barriers that face unpaid carers. Particular focus on the importance of information for carers.</p>

	<p>with aptitude for learning new software</p> <p>Excellent written and communication skills with the ability to engage effectively and communicate with diverse groups.</p> <p>Ability to compile factual, informative and interesting articles for newsletters, e-bulletins, social media blogs.</p>	<p>Understanding of health and social care structures</p> <p>Evidence of continued professional development</p> <p>Ability to produce videos and podcasts</p> <p>Ability to use Adobe Suite programmes to create and edit graphics, photographs and podcast</p> <p>Demonstrable skills in Data Protection and implementation of the General Data Protection Regulations to practice</p>
Personal Attributes	<p>Confident self-starter, who is able to drive a work plan, plan, manage and organise their own workload to achieve outcomes and outputs within a defined timescale.</p> <p>Evidence of an empathetic, non-judgmental attitude</p>	
Other	<p>Willingness to travel</p> <p>Willingness to work out with normal office hours</p> <p>Ability to work effectively from home</p>	