

### **Person specification**

#### Essential

- Takes a management perspective with an open outlook and willingness to work across boundaries.
- Demonstrates strong customer service skills and a proven track record of maintaining a high standard of stewardship across a wide range of stakeholders
- Has a proven track record managing large scale projects and marketing and PR campaigns
- Demonstrates excellent written and verbal communication skills
- Demonstrates the ability to be flexible, respond positively to change, and work effectively under pressure to tight deadlines whilst dealing with conflicting priorities.
- Provides evidence of effective IT skills particularly Microsoft Office, Wordpress and key social media channels.
- Demonstrates financial awareness and the ability to drive the cost effective and efficient delivery of services.
- Not afraid to push the boundaries and drive change.
- Ability to lead effective and engaging meetings.

#### Role based requirements

#### Essential

- Five year's PR and marketing experience, ideally within the sports of charity sector
- Educated to degree level
- Experience of leading and developing creative and inspiring plans and delivering high performing PR & marketing campaigns  
Experience of managing relationships with a range of stakeholders from marketing services suppliers to ambassadors to corporate supporters to journalists
- Track record of securing national and regional media coverage in support of a campaign's aims and objectives
- An excellent understanding of the news agenda and an interest in the rugby sector
- Experience of dealing with sensitive issues and journalist requests, with the ability to respond in a timely and accurate manner, seizing opportunities to promote the challenge and build long-term relationships

- Experience of improving press office infrastructure – ensuring that the team has systems in place to forward plan, to manage contacts, to manage spokespeople, to log releases and statements and run an out of hours service
- Understands how to dovetail digital and traditional PR and marketing
- Training and managing spokespeople
- Substantial experience of project and/or programme management

### **Core behaviours**

- Supporting Wooden Spoon's values of passion, integrity, teamwork and fun, being a positive advocate for the charity internally and externally
- Taking responsibility: Agrees realistic objectives that align to the project's strategic direction and drives activity to deliver against them.
- Solving problems: Sees issues or challenges that might arise and involves the right people to find a solution.
- Working as part of a team: Working together with a small team to deliver ambitious plans
- Ability to look outside the box: To use creative thinking to identify new opportunities that meet the campaigns objectives whilst helping to modernise the brand

### **Travel and residence**

- Some travel will be required throughout the UK and potentially to Nepal
- There will be a requirement to be in the office a few times a week as a minimum, so there is a requirement to live within reasonable travelling distance of the office