

Communications Co-ordinator

Person Specification

The Prison Phoenix Trust

Essential Criteria:

1. Experience and Qualifications:

- **Education:** Professional qualification in Graphic Design, Visual Communications, Digital Media, Marketing, or a related field.
- **Experience:** Proven experience (typically 5+ years) in visual communication, graphic design, or a similar role within a charity, or communications environment.
- **Portfolio:** A strong portfolio of past work that demonstrates a range of design and communication skills, including branding, digital assets, social media content, print materials, and multimedia.

2. Creative and Design Skills:

- **Proficiency in Design Tools:** Expertise in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, etc.) and other relevant design software.
- **Graphic Design:** Strong skills in creating visual content for a variety of formats, including digital, print, and social media.
- **Branding:** Ability to maintain and evolve brand guidelines to ensure consistency across all visual communications.
- **Photography and Videography:** Basic photography and video production skills, including editing and post-production.

3. Project Management Skills:

- **Time Management:** Ability to plan and manage multiple design projects simultaneously, ensuring deadlines are met without compromising quality.
- **Attention to Detail:** Strong attention to detail, ensuring accuracy and high-quality visual outputs in all communications.
- **Budget Management:** Experience in managing design budgets and sourcing external suppliers, if necessary.

4. Strategic and Communication Skills:

- **Visual Storytelling:** Ability to convey complex ideas and emotions through compelling visuals, aligning with the charity's mission and values.
- **Campaign Design:** Experience in developing and executing visual content for fundraising campaigns, awareness programs, and community outreach.
- **Collaborative working:** Proven experience working closely with colleagues in a small team to deliver integrated campaigns.

- **Audience Awareness:** Understanding of diverse audiences, tailoring visuals to suit the needs and expectations of donors, supporters, volunteers, and service users.

5. Digital Literacy:

- **Social Media:** In-depth understanding of social media platforms and how to design content that engages audiences across Instagram, Facebook, Twitter, LinkedIn, etc.
 - **Web Design:** Familiarity with web design principles, user experience (UX), and content management systems (CMS) for website and email design.
 - **Analytics and Optimization:** Experience using tools such as Google Analytics, Facebook Insights, or similar to track performance and optimize visual content.
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Desirable Criteria:

1. Knowledge of Accessibility Standards:

- Awareness of accessibility best practices in digital and print media to ensure that visual content is inclusive to all audiences.

2. Experience in the Charity Sector:

- Understanding of the nonprofit sector and experience working within a charity, demonstrating awareness of its unique challenges and opportunities.

3. Film and Media Production

- Experience in planning and managing creation of film and audio content for use in campaigns and presentations.

4. Leadership and Team Management:

- Experience managing or working with freelance creatives and suppliers.
- Experience of managing and supporting volunteer

5. Experience of contemplative practices

- Personal practice of meditation, yoga
- Interest in person / spiritual growth

6. Criminal justice system

- Experience of serving a prison sentence or working in criminal justice
 - Interest in prison reform
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Personal Attributes:

- **Creative Thinker:** Innovative and able to generate fresh ideas while solving communication challenges with visual solutions.

- **Collaborative:** A team player with excellent interpersonal skills, able to work effectively across multiple teams and departments.
- **Adaptability:** Flexible and able to adjust to changing priorities or last-minute requests.
- **Passionate:** Committed to the mission of the charity and able to channel this passion into impactful visual communication.
- **Proactive:** Self-motivated, with the ability to work independently and take initiative in creating new ideas or solving challenges.