

PERSON SPECIFICATION

Post: Media and Communications Manager

Necessary	Desirable
<p><i>Skills</i></p> <p>1: Excellent written and verbal communication skills 2: Strong social and traditional media skills 3: Excellent project management skills 4: Ability to communicate confidently with senior government staff, partner agencies, media and other stakeholders</p>	<p>1: Ability to engage within the strategic direction of Kick It Out 2: Knowledge of data protection and confidentiality</p>
<p><i>Experience</i></p> <p>1: Proven experience of working in cross cultural environments 2: Demonstrable experience of crisis media management situations 3: Vast experience of liaising with and managing key relationships – Trustees, patrons, celebrities and ambassadors 4: Experience of liaising with, and briefing, journalists 5: Broad experience of media handling and devising communications strategies and campaign management 6: Experience of event and project management and planning</p>	<p>1: Experience of working with other sports 2: Experience of working in an equalities organisation 3: Experience of delivering public presentations 4: Experience of working with players and managers</p>
<p><i>Knowledge, Qualifications, Personal Qualities</i></p> <p>1: A proven commitment to equality, inclusion and the aims and values of Kick It Out 2: An intelligent, strategic thinker with the ability to develop and implement media strategies in a fast paced environment 3: The ability to work on own initiative 4: The ability to work as part of a team 5: A willingness to travel nationally 6: An ability to work evenings and weekends as required</p>	<p>1: Knowledge of the impact football can have in the educational, citizenship and social inclusion agendas 2: Knowledge of inclusion and anti-discrimination programmes run by the football authorities e.g. The Football Association, Premier League, Football League, Professional Footballers’ Association and League Managers Association</p>