

**RAINBOWS HOSPICE FOR CHILDREN AND YOUNG PEOPLE
PERSON SPECIFICATION**

Digital Fundraiser

Essential	Desirable
Educational GCSE's or equivalent	Degree level or equivalent in related experience
Knowledge required Understanding of digital supporter journeys and how to maximise them Demonstrable understanding of how to use digital content across a number of channels Expertise in working with social media and website management tools	
Experience Required Understanding in digital fundraising; content design and implementation and working to targets.	Experience of/ability to create multiplatform design and video content Experience of using Adobe software / Canva Experience with setting up paid search/PPC campaigns on AdWords Proven track records of result driven delivery Experience of working creatively Demonstrable experience of using analytics tools and analysing data to inform decision-making
Personal Qualities Required Able to organise a busy and varied workload and prioritise tasks to meet deadlines Good communication skills Ability to influence a wide range of stakeholders Ability to think strategically and plan accordingly Analytical – able to spot issues and opportunities within data and act quickly on them	
Other	

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