

LINCOLNSHIRE WILDLIFE TRUST

APPOINTMENT OF COMMUNICATIONS TRAINEE

PERSON SPECIFICATION

CHARACTERISTICS	ESSENTIAL/MINIMUM	DESIRABLE
QUALIFICATIONS	Good general education	Degree or equivalent in a relevant subject
	Full current UK driving licence (and use of own car)	
SKILLS & EXPERIENCE	Experience and understanding of graphics, trends, art-working and printing	Knowledge of marketing principles including digital marketing
	High level of IT competency and experience including graphic software packages and web content management systems	Experience in liaising with journalists and media
	Good inter-personal skills with the ability to work effectively with others	Experience of writing press releases and other copy and carrying out other general PR tasks
	Excellent verbal and written communication skills	Ability to communicate clearly and confidently with key internal and external stakeholders
	Self-motivation with good prioritisation and time management skills	
	Ability to work within brand guidelines	
PERSONAL ATTRIBUTES	Interest in the natural environment	
	Flair for working positively with a variety of people and interest groups	
	Energy and creative ideas	
	Keen eye for detail	