|  |  |  |
| --- | --- | --- |
| post applied for |  | |
| where did you see this position advertised? | |  |

**part a: personal details**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| full name |  | | | | |
| address |  | | | | |
| telephone |  | mobile |  | email |  |
| do you require a work permit? | | | yes/no (delete as applicable) |
| do you have any unspent criminal convictions? | | | yes/no (delete as applicable) |

**part b: references**

Please provide contact details for two referees, one of which must be your current employer. If you have not been employed, one of your referees must be the head of an education or training establishment you have attended or the manager of a voluntary group or organisation for whom you have worked. Referees will not be approached unless a conditional offer of employment is made to you.

referee one

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| name |  | job title |  | | |
| address |  | | | | |
| email |  | | | telephone |  |

referee two

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| name |  | job title |  | | |
| address |  | | | | |
| email |  | | | telephone |  |

**part c: your occupational and educational background**

beginning with your current or most recent occupation, please give a full account of your work and education history in the boxes below in reverse chronological order, back to and including your secondary education. please insert further rows if you require them, and delete those you do not use.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| date from (mm/yy) | date to (mm/yy) | type of occupation (employment/self-employment/voluntary work/full-time education/part-time education) | name and address of employer or educational establishment | in the case of work, job title and summary of duties. in the case of education, grades achieved. |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**part d: professional qualifications and training**

please give brief details of any vocational training courses attended, including any resulting in professional qualifications.

|  |  |
| --- | --- |
| course title, level, results (if appropriate) | date |
|  |  |

please give details of any membership of professional bodies and associations.

|  |  |
| --- | --- |
| name of association, level of membership, etc | date |
|  |  |

**part e: describing how you meet our person specification**

please describe below how you meet our requirements, point-by-point as laid out in the person specification. these criteria are divided into ‘essential’ and ‘desirable’. Candidates will only be considered for this post if they meet all the essential criteria. an ability to meet at least some of the desirable criteria will be an advantage to candidates and candidates who cannot demonstrate all the desirable criteria will be expected to demonstrate a willingness and ability to develop their knowledge and skills in these areas.

**ESSENTIAL**

Expertise in digital engagement, lead generation, and recruitment activities, preferably with experience in a charitable setting

Knowledge of email marketing techniques and best practice

Knowledge and experience of SEO techniques and best practice

Experience using website, social media, and CRM analytics to learn from and improve performance across digital campaigns

Compelling writing - including an ability to inspire, motivate, and capture interest through engaging, highly tailored copy

Excellent IT abilities, including at least intermediate knowledge of HTML, and experience with Windows, MS Office, and G Suite, including Google Drive.

Knowledge of wider charity fundraising best practice, and experience of writing to inspire donations, sales, and conversions

**DESIRABLE**

Fluent understanding of HTML and CSS, including Bootstrap and/or other CSS frameworks

Competent graphic design skills, with experience in Adobe Creative Suite programmes

Experience with programming or creating apps

Social media management experience

Experience with high-value donors