

PERSON SPECIFICATION

JOB TITLE: Head of Public Affairs and Communications

REPORTS TO: Director of Income Generation and Communications

Please note Foyle Hospice terms and conditions vary from Agenda for Change.



Date: 6th August 2025.

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
EDUCATION AND QUALIFICATIONS	<ul style="list-style-type: none">• Third Level Qualification (ie degree or Level 5 Diploma) in communications management or marketing related discipline or three years relevant experience within marketing, communications or other relevant discipline.		Application Form Interview
EXPERIENCE	<ul style="list-style-type: none">• Three years relevant experience of leading and managing a team including demonstrating values aligned behaviour to deliver on results.• Proven experience in making a measurable impact in relation to brand management, marketing and communications outcomes.• Expertise in in developing and implementing innovative and forward thinking PR, marketing and communications strategies and plans to increase brand exposure.• Experience of maximising digital marketing, social media management and website optimisation and utilising SEO and data analytics to drive decision making.• Experience of allocation		Application Form Interview

	and managing departmental activities within budget.	Experience of using marketing and communications within a fundraising environment	
PERSONAL QUALITIES	<ul style="list-style-type: none"> • The ability to take personal leadership, responsibility and accountability within your area of work including working to a high standard. • Excellent organisational and planning skills. • Strong attention to detail and proven analytical skills. • Strong interpersonal skills. 		<p>Interview</p> <p>Interview</p> <p>Interview</p>
OTHER	<ul style="list-style-type: none"> • Valid driving licence and access to own transport. • Willingness to work flexibly including evenings and weekends when required. 	Membership of a professional body.	Application Form

Where appropriate, reasonable adjustments to these criteria will be considered to accommodate disabilities.