



## Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

**Job title:** Philanthropy Writer

**Department/Division:** Philanthropy and Global Engagement (PAGE)  
**Accountable to:** Head of Communications

Competency	Evidence	E/D
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> </ul>	E
	<ul style="list-style-type: none"> <li>• Experience of translating complex academic concepts into persuasive content for donors/funders</li> </ul>	E
	<ul style="list-style-type: none"> <li>• Experience of developing case for support content for external consumption from propositions that have been developed for priority fundraising projects</li> </ul>	E
	<ul style="list-style-type: none"> <li>• Experience of using persuasive writing techniques to create content that will engender philanthropic support from individuals, corporate partners and charitable trusts and foundations</li> </ul>	E
	<ul style="list-style-type: none"> <li>• Experience of creating compelling written content on philanthropic priorities and the impact thereof for mass audiences across different channels</li> </ul>	E
	<ul style="list-style-type: none"> <li>• Experience of analysing and interpreting data and information, and devising creative ways to present this for external consumption</li> </ul>	E
	<ul style="list-style-type: none"> <li>• Experience of developing content for proposals for international donors and tailoring the approach according to regional/cultural differences and expectations</li> </ul>	E
	<ul style="list-style-type: none"> <li>• Experience of proofing others' work</li> </ul>	E
	<ul style="list-style-type: none"> <li>• Empathy with and understanding of the issues facing higher education globally and in the UK</li> </ul>	E
	<ul style="list-style-type: none"> <li>• Experienced user of Adobe Creative Suite, especially InDesign, and advanced Word skills including template design</li> </ul>	E
	<ul style="list-style-type: none"> <li>• Experience of using software to create and present digital content and assets (eg Shorthand, Canva)</li> </ul>	E
	<ul style="list-style-type: none"> <li>• Experience in delivering training in writing, design and proposal development</li> </ul>	D
<b>Communication</b>	<ul style="list-style-type: none"> <li>• Exceptional written communication skills with the ability to influence and persuade through use of words, style and tone</li> </ul>	E



	<ul style="list-style-type: none"> <li>• Able to translate complex ideas and research into content aimed at less specialist audiences, including through data visualisation techniques</li> <li>• Excellent grasp of English grammar and spelling</li> <li>• Excellent copywriting and editing skills</li> <li>• Good level of numeracy and ability to present financial information and costings</li> <li>• Impeccable attention to detail</li> <li>• Able to convey information in a clear, concise and accurate manner</li> </ul>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>
<b>Liaison and Networking</b>	<ul style="list-style-type: none"> <li>• Able to work with income generating colleagues, academic faculty and professional/support service staff in developing cases for support and concept papers on a number of priority areas and projects</li> <li>• Able to liaise productively with a variety of external contacts</li> </ul>	<p>E</p> <p>E</p>
<b>Teamwork and Motivation</b>	<ul style="list-style-type: none"> <li>• Able to work with colleagues across PAGE and the School to develop effective and productive relationship</li> </ul>	<p>E</p>
<b>Initiative and Problem Solving</b>	<ul style="list-style-type: none"> <li>• Able to work on own initiative</li> <li>• Able to solve standard day-to-day problems as they occur</li> <li>• Able to recognise when a problem or task should be referred to others</li> </ul>	<p>E</p> <p>E</p> <p>E</p>
<b>Planning and Organising Resources</b>	<ul style="list-style-type: none"> <li>• Able to work to tight deadlines and to manage multiple tasks in a busy office environment</li> <li>• Able to project manage the completion of a task drawing in colleagues and other contacts as required to enable a successful conclusion</li> </ul>	<p>E</p> <p>E</p>
<b>Service Delivery</b>	<ul style="list-style-type: none"> <li>• Able to set and deliver high service standards</li> <li>• Able to deal promptly and efficiently with requests</li> </ul>	<p>E</p> <p>E</p>
<b>Investigation, Analysis and Research</b>	<ul style="list-style-type: none"> <li>• Able to collate and analyse information from academic departments, individual academics and professional services colleagues in the development of proposals</li> <li>• Ability to work with and understand programme budgets/financial information</li> </ul>	<p>E</p> <p>E</p>

**E – Essential: requirements without which the job could not be done.**

**D – Desirable: requirements that would enable the candidate to perform the job well.**