Section	Essential and Desirable Criteria	Method of Assessment
Education and Formal Training/Qualifications	Essential	
	Educated to GCSE/'O' Level standard	Application Form
	Desirable	
	Relevant professional qualification	
	Relevant professional training, e.g. fundraising, media, marketing etc	
Relevant Experience and Knowledge	Essential	
and Knowledge	Excellent research skills and the ability to take complex information and turn it into a compelling case for support	Application form/interview
	Experience of presenting and building relationships with people at the highest level – showing diplomacy, persuasiveness and credibility	Application form/interview
	Experience of actively encouraging support for good causes and evidence of having established successful partnerships with organisations or groups	Application form/interview
	An understanding of the need to support bereaved children and of the work carried out by Nelson's Journey (this may have been achieved by detailed research by the applicant or through experience)	Application form/interview

	Creativity, drive and passion – evidence of the ability to develop and see through new initiatives to increase the income of an organisation Good interpersonal skills (warm personality, emotionally open, sense of humour)	Application form/interview Interview
Competencies	Essential	
	Experience of developing, or contributing to the development of, an organisation's income strategy	Application form/interview
	Experience of developing/supporting income streams generated by a charity	Application form/interview
	Experience of marketing & PR, including writing press releases, social media, talking on the radio and television	Application form/interview
	Evidence of strong links within Norfolk's business community and good networking skills	Application form/interview
	Experience of working in the voluntary sector	Application form/interview
	Experience of securing new corporate/business support, maintaining existing relationships, and working with companies to achieve income targets; or proven transferable skills	Application form/interview
	Desirable	
	Familiarity with the use of information technology (email; word processing and adding information to spreadsheets; desktop publishing)	Application form/interview

Strong team player: 1) an understanding of the importance of having a cohesive and supportive staff team and the importance of interdependence in achieving goals	Interview
2) an understanding and willingness to work flexibly and be adaptable	Interview
to the needs of the organisation Ability to work effectively with people at all levels (qualities - acceptance,	Interview
non-judgemental, assertive, articulate, negotiation skills) Ability to work effectively with colleagues, volunteers, business contacts and individuals from a wide range of backgrounds and circumstances.	Application form/Interview
Able to work well under pressure and meet deadlines	Application form/interview
Attention to detail and high levels of accuracy Ability to work on own initiative (can work independently without	Application form/interview
immediate support, but able and willing to share and consult as necessary)	Application form/interview
Excellent communication skills (able to present information clearly, honestly and in a warm friendly manner - both at an individual level and in a group situation.)	Application form/interview

	Public speaking – ability to talk passionately and accurately about the needs of bereaved children and of the essential work carried out by Nelson's Journey	Application form/interview
	Ability to collate, interpret and present information	Application form/interview
	Excellent organisation skills	Application form/interview
	An understanding and high regard for health & safety policies and procedures, and experience in carrying out risk assessments.	Application form/interview
Other requirements/ Constraints	Essential	
	Ability to drive and provide a vehicle	Application form/interview
	Willingness to work outside normal office hours as required	Application form/interview