

# Yorkshire Dales Millennium Trust

Person Specification:  
Marketing and Comms Officer – Nov 2025



	Essential	Desirable
<b>Experience and Knowledge</b>		
Experience of working in a communications or marketing role, or in a press office, or media/news environment	X	
A strong sense of what makes a story and a proven track record of securing media coverage	X	
Demonstrable experience crafting copy for different audiences and channels - including for direct mail, email newsletters and digital	X	
Experience of creating and executing campaigns, and analysing campaign performance	X	
Knowledge of the current rural environmental, economic and social 'landscape' and how a charity can contribute		X
Understanding of charity campaigns		X
<b>Skills</b>		
Excellent interpersonal and networking skills, able to build strong relationships with journalists, ambassadors, partners, YDMT staff team, supporters and beneficiaries	X	
Excellent copywriting skills and strong verbal and presentation skills	X	
Computer literate (microsoft office, excel, outlook etc) and confident using digital tools such as Canva, Photoshop, Mailchimp etc.	X	
Ability to use a CRM database to understand trends in data and tailor comms	X	
Good organisational and team-working skills	X	
<b>Personal Attributes</b>		
Creative, flexible, passionate	X	
Good interpersonal, negotiating and influencing skills with a wide range of people	X	
Results orientated approach to work; self-motivated with ability to plan and manage own workload	X	
Full driving licence		X
<b>Qualifications</b>		

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Experience of working in a similar role and educated to degree level	X	
Evidence of continuing professional development		X