



Person specification: Patient Information, Marketing & Membership Manager

The following competencies are essential for the post:

1. The ability to communicate, confidently and clearly, the nature and potential role of NAM's patient information materials to a variety of audiences, including clinic staff and patient or community groups
2. A successful track record of sales and marketing work, ideally within either the health or charity sectors
3. The ability to develop and deliver effective and persuasive presentations to health care professionals, patient groups and community groups
4. Understanding and appreciation of the needs of communities with high prevalence of HIV in the UK, including Black African communities, gay and bisexual men (including gay / bisexual trans men) and trans women
5. Strong, clear and fluent written and spoken English skills
6. The ability to develop persuasive marketing materials for the Clinic Patient Information Subscription Scheme
7. IT literacy; with the ability to use core MS Office software (i.e. Word, Excel, Outlook, Powerpoint)
8. Numeracy, including the ability to create budgets and to interpret financial and monitoring information
9. Comfort with, and being capable of, working independently and without close oversight
10. The ability to work well under pressure
11. A diligent and tenacious approach to work and an ability to take personal responsibility for delivering results
12. Strong interpersonal skills and the ability to work well as part of a small team
13. The ability to think creatively and laterally, to be responsive and to grasp opportunities as they arise
14. Usefulness; and an ability to contribute effectively to NAM's development by raising sufficient subscription income to ensure the continued provision of the service
15. Enthusiasm, energy and passion for the role and for NAM's work.

The following are not essential but would be desirable for the post:

1. Understanding and experience of using social media (e.g. Facebook, Twitter)
2. Understanding and experience of using Facebook Live
3. An understanding of NHS services for people with HIV including those provided by sexual health clinics and HIV treatment & care centres.