



# FORCES PENSION SOCIETY

Championing Armed Forces Pensions Since 1946

## Membership Communications Officer

### Job Specification

Essential	Desirable
<b>Knowledge, Skills &amp; Experience</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Strong written and verbal communication skills, adaptable to different audiences.</li><li><input type="checkbox"/> An excellent command of written English.</li><li><input type="checkbox"/> Brilliant organisation and time management, with the ability to meet deadlines.</li><li><input type="checkbox"/> Reliable self-starter with imagination and initiative.</li><li><input type="checkbox"/> Energy and drive to define and develop a new role.</li><li><input type="checkbox"/> Confident problem-solver with sound judgement.</li><li><input type="checkbox"/> Ability to build effective relationships with members and stakeholders.</li><li><input type="checkbox"/> Skilled at simplifying complex information for clear, engaging content.</li><li><input type="checkbox"/> Digitally literate, with experience using social media and communication tools.</li><li><input type="checkbox"/> High attention to detail and accuracy.</li><li><input type="checkbox"/> Collaborative team player with a proactive approach.</li><li><input type="checkbox"/> Ability to confidently respond to incoming enquiries from members.</li><li><input type="checkbox"/> Strong understanding of what good engagement and customer service looks like and how to deliver this.</li><li><input type="checkbox"/> Proficient with full Microsoft Office Suite.</li><li><input type="checkbox"/> Understanding of Social Media sites: X, Facebook, and LinkedIn.</li></ul>	<b>Knowledge, Skills &amp; Experience</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Understanding of and interest in HM Forces and credibility when dealing with its members.</li><li><input type="checkbox"/> Experience of CRMs, mass email systems and Adobe an advantage.</li><li><input type="checkbox"/> Practical knowledge and experience of updating and managing CRM and similar systems and using data to identify trends.</li><li><input type="checkbox"/> Experience working within a membership organisation, not-for-profit, or similar environment.</li><li><input type="checkbox"/> Experience supporting events, either in-person or virtual, including planning, promotion, and delivery.</li><li><input type="checkbox"/> Competence in basic design tools (e.g. Canva or Adobe Creative Suite) for producing visual content.</li><li><input type="checkbox"/> Understanding of segmentation and personalisation in communication strategies.</li><li><input type="checkbox"/> Awareness of data protection and GDPR principles in a communications context.</li><li><input type="checkbox"/> Educated to degree level or equivalent experience.</li><li><input type="checkbox"/> Further education/ qualification in communications, marketing or a related field.</li></ul>