**Cover Letter Guidance**

**Candidates are required to outline within the cover letter template below how they meet the following criteria:**

1. At least two years’ practical experience gained within the last 7 years within a similar digital communications role;
2. At least one years’ practical experience assisting with digital media communications across multiple formats, including updating and maintaining websites (preferably gained within a workplace setting);
3. Ability to demonstrate effective oral and written communication skills within a professional setting;
4. Ability to demonstrate experience of building and maintaining relationships to work effectively within a team;
5. Experience of multimedia content production essential (for example the ability to create, design, edit and post videos, infographics and social media content);
6. Ability to demonstrate IT proficiency to include familiarity with MS Office (or equivalent) and with design software such as Canva, Adobe etc.

While candidates may be invited to interview on the basis of meeting the essential criteria above, candidates should also outline in their cover letter how they meet any or all of the following desirable criteria, some or all of which may be used for short-listing in the event of a large volume of applications being received:

* Knowledge and understanding of human rights
* Professional experience of assisting with the design and output of podcasts
* A working knowledge of the latest in digital strategy and techniques including how to produce accessible content and how to craft communications plans which will support the development of new public-facing content.

(**Word count should not exceed 1000 words**).

**Cover Letter Template**

**Name:**

**Email Address:**

**Telephone Number:**

**Date:**

**Cover Letter Template**