



## Selection Criteria

### Job Title: Account Executive

#### Ideal candidate

Some fundraising or direct marketing experience, able to confidently deliver direct marketing initiatives; a people person with very strong interpersonal skills, able to work positively with a diverse range of individuals; with great attention to detail and the ability to juggle multiple competing tasks and priorities.

#### Specific requirements

##### Professional experience

An understanding of Direct Marketing and/or Fundraising tactics and methods is desirable but not essential if you have general office experience and the gumption to succeed in marketing.

##### Personal attributes

Demonstrable ability to: deliver great customer service; overcome obstacles and 'make things happen'; have impeccable attention to detail; able to learn and master new skills through on-the-job experience; be passionate about the charity sector and willing to adopt the values of Pareto Fundraising.

##### Communication skills

Excellent communication skills with the ability to communicate effectively, in English, with colleagues, charities and suppliers: orally one-to-one and in group presentations; written by letter or email; and able to adapt your communication style to your audience

##### Project management

Proven project management and planning skills with a demonstrated ability to meet deadlines and performance targets, with superb time management and the ability to work effectively under pressure.

##### Analytical skills

Strong mathematical ability, with an understanding of statistics, percentages, response rates, budgeting and planning.