

PERSON SPECIFICATION

C39 – COMMUNICATIONS AND ENGAGEMENT OFFICER

Specification Type	Additional/changed requirements	E/D	Measure
Qualifications & Training	Good educational background (minimum GCSE's A-C in Maths and English or equivalent)	E	1, 4
Qualifications & Training	Marketing qualification or relevant experience	E	1, 4
Qualifications & Training	Recognised IT qualification	D	1, 4
Knowledge & Experience	Working knowledge of Microsoft Office applications, including Microsoft Word, Excel and Outlook	E	1, 2
Knowledge & Experience	Working knowledge of social media for business purposes	E	1, 3
Knowledge & Experience	Experience of producing marketing material	E	1, 3
Knowledge & Experience	Experience of developing marketing campaigns	E	1, 3
Knowledge & Experience	Experience of producing content for website and web editing	E	1, 3
Knowledge & Experience	Liaising with officers (internal and external), managers and other stakeholders at all levels	E	1, 3
Knowledge & Experience	Understanding of issues affecting local government	D	1, 3
Skills & Abilities	Ability to edit material to suit different media and audiences	E	1, 3
Skills & Abilities	Ability to work using own initiative and unsupervised	E	1, 3
Skills & Abilities	Ability to manage time effectively	E	
Skills & Abilities	Ability to work as part of a team	E	1, 3
Skills & Abilities	Ability to work to a high level of accuracy	E	1, 3
Skills & Abilities	Excellent communication and interpersonal skills	E	1, 3
Skills & Abilities	Effective presentation skills	E	1, 2, 3
Skills & Abilities	Ability to work within set timescales and meet deadlines	E	1, 3
Skills & Abilities	Aptitude to identify and resolve issues	E	1, 3
Skills & Abilities	Ability to maintain clear, concise and accurate records	E	1, 3
Skills & Abilities	Enthusiastic and self-motivated	D	1, 3
Other Requirements	Some evening/ weekend work may be required	E	1

Desirable (D)

Car Allowance:

This post does not carry a designated car user status.

E/D:

Essential (E)

Measure:

1. Application form
2. Test after shortlisting
3. At interview

4. Documentary evidence

5. Other [please specify]