

PERSON SPECIFICATION

Sets out the qualities which are either essential or desirable for the postholder to enable him/her to carry out duties effectively.

Post Title: Communications officer Directorate: Transformation Grade: G	
Essential (E) / Desirable (D)	
Qualifications Degree or equivalent qualification/significant appropriate experience in relevant field (E) Additional degree or professional qualifications in relevant subjects (D)	Experience Minimum of three years communications or marketing experience. (E) Understanding of the media and how to 'sell in' a story. (E) Excellent interpersonal and communication skills, with an ability to communicate effectively with a wide range of audiences at all levels and write to a very high standard in plain English. (E) High quality creative ideas, utilising a range of channels to get the message to the target audience (E) Outstanding creative written skills and an eye for detail are essential (E) Innovation and creativity. (E) Good research and evaluation skills and experience of working in a political environment. (E) Project management skills and ability to work to tight deadlines. (E) Self-motivated and able to work on own initiative. (E) Ability to influence and negotiate. (E) High level communication skills, with the accent on diplomacy, discretion and sensitivity to political nuances (E) Experience in Digital SLR photography. (D) Experience in video editing. (D) Knowledge and understanding of local government services. (D)
Aptitudes/Skills Excellent communications and presentation skills (E) Ability to communicate with staff, members, and outside bodies (E) I.T. Skills (E) Photography (D) Microsoft Office (D)	Personal Qualities Strong customer care skills (E) Well organised and able to prioritise work to meet deadlines and timescales (E) Customer Focus (E)

<p>Any other (not specified above)</p>

Sense of humour (D)

Commitment to the principles of equality, diversity, Risk Management and Health and Safety (E)

The council is committed to communicating with customers using a range of methods including digital and online – and therefore the postholder is required to be flexible, motivated and highly committed to communicating effectively and appropriately using a range of methods. (E)

Full driving licence with use of motor vehicle (E)