

## PERSON SPECIFICATION

### C119 – Communications and Marketing Projects Officer

| Specification Type                | Additional/changed requirements   | E/D | Measure |
|-----------------------------------|---|-----|---------|
| <b>Personal Skills</b>            | Ability to manage and work as part of a small team  | E   | 1,3     |
| <b>Personal Skills</b>            | Good communication and interpersonal skills   | E   | 3       |
| <b>Personal Skills</b>            | Ability to work on own initiative and unsupervised  | E   | 1,2,3   |
| <b>Personal Skills</b>            | Ability to work to and meet deadlines   | E   | 1,3     |
| <b>Personal Skills</b>            | High level of accuracy and attention to detail  | E   | 1,2,3   |
| <b>Personal Skills</b>            | Diplomacy and tact  | E   | 1,3     |
| <b>Personal Skills</b>            | Highly developed oral and written communication skills                                      | E   | 1,3     |
| <b>Personal Skills</b>            | Creative, innovative, adaptable and flexible  | E   | 1,3     |
| <b>Personal Skills</b>            | Research and analysis skills  | E   | 1,3     |
| <b>Personal Skills</b>            | Customer focused  | E   | 1,3     |
| <b>Personal Skills</b>            | Excellent verbal and written communications skills  | E   |         |
| <b>Personal Skills</b>            | Assertive and self-motivated  | D   |         |
| <b>Experience</b>                 | Experience of work in a communications or marketing environment                             | E   | 1,3     |
| <b>Experience</b>                 | Experience of generating effective, balanced media coverage                                 | E   | 1,3     |
| <b>Experience</b>                 | Experience of delivering effective marketing or media campaigns and events                  | E   | 1,2,3   |
| <b>Experience</b>                 | Understanding of the political process within a Local Authority                             | D   | 1,3     |
| <b>Experience</b>                 | Experience of print and design processes  | E   | 1,3     |
| <b>Experience</b>                 | Experience of managing others within a project management environment                       | E   |         |
| <b>Experience</b>                 | Experience of delivering marketing strategies   | D   | 1,3     |
| <b>Attainments/Qualifications</b> | Appropriate Marketing or Communications qualifications (CIPR or CIM) or relevant experience | E   | 1,4     |
| <b>Attainments/Qualifications</b> | Appropriate project management qualifications (PRINCE2 etc.) or relevant experience         | E   | 1,4     |
| <b>Knowledge</b>                  | Microsoft office packages, including PowerPoint, databases, spreadsheets                    | E   | 1,2,3   |
| <b>Knowledge</b>                  | Understanding of local government   | D   | 1,3     |
| <b>Knowledge</b>                  | Equality and diversity  | D   | 1,3     |
| <b>Knowledge</b>                  | Content management system   | E   | 1,3     |
| <b>Knowledge</b>                  | Design & print management   | E   | 1,3     |
| <b>Knowledge</b>                  | Multi-media and digital by default programmes   | D   | 1,3     |

| <b>Specification Type</b>   | <b>Additional/changed requirements</b>                  | <b>E/D</b> | <b>Measure</b> |
|-----------------------------|---|------------|----------------|
| <b>Knowledge</b>            | Social media management                                 | E          | 1,3            |
| <b>Knowledge</b>            | Accessibility Legislation                               | D          | 1,3            |
| <b>Special Requirements</b> | Ability to work with sensitive confidential information | E          | 1,3            |
| <b>Special Requirements</b> | Flexible approach                                       | D          | 1,3            |
| <b>Special Requirements</b> | Confident approach                                      | D          | 3              |
| <b>Special Requirements</b> | Able to work outside normal office hours                | E          | 3              |

**Car Allowance:**

This post carries a designated car user status.

**E/D:**

Essential (E)

Desirable (D)

**Measure:**

1. Application form
2. Test after shortlisting
3. At interview
4. Documentary evidence
5. Other [please specify]