

PERSON SPECIFICATION

Corporate Communications Manager – C5

Specification Type	Additional/changed requirements	E/D	Measure
Personal Skills	Excellent verbal and written communication skills	E	1, 3
Personal Skills	Good interpersonal, motivational, negotiating and influencing skills	E	1, 3
Personal Skills	Copy writing, proof reading and editing	E	1, 2, 3
Personal Skills	Use of IT	E	1, 2, 3
Personal Skills	Ability to work as part of a team	E	1, 3
Personal Skills	Ability to work with the minimum of supervision	E	1, 3
Personal Skills	Ability to manage time effectively and meet deadlines	E	1, 3
Personal Skills	Good leadership skills	E	1, 3
Personal Skills	Flexibility, adaptability ,diplomacy and creativity	E	1, 2, 3
Experience	Substantial experience in media and public relations	E	1, 3
Experience	Proven track record in similar role	E	1, 3
Experience	Management of a team	E	1, 3
Experience	Dealing with print and broadcast media	D	1, 3
Experience	Developing communications and marketing strategy	D	1, 2, 3
Experience	Managing budgets	D	1, 3
Experience	Devising, implementing and managing campaigns, events and marketing initiatives	D	1, 2, 3
Experience	Managing ecommunications	D	1, 3
Experience	Web content management systems	D	1, 3
Experience	Design, print and print procurement	D	1, 3
Attainments/ Qualifications	Educated to a degree level or equivalent. (CAM Dip, CIM DIP etc) NB: Fewer formal qualifications may be offset by significant experience and track record.	D	1, 3, 4
Knowledge	Media relations	E	1, 3
Knowledge	Public relations and marketing	E	1, 3
Knowledge	People management	E	1, 3
Knowledge	Understanding of local government	D	1, 3
Knowledge	Equality and diversity	D	1, 3
Knowledge	Knowledge of Microsoft packages	E	1, 2, 3
Knowledge	Web applications and content management system	D	1, 3
Knowledge	Print procurement	D	1, 3
Special Requirements	Ability to work with sensitive, confidential information	E	1, 3
Special Requirements	Confident	E	1, 3
Special Requirements	Extra working hours – evenings/weekends required	E	1, 3

Car Allowance:

This post does carry 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]