

# PERSON SPECIFICATION

## C39 DIGITAL COMMUNICATIONS OFFICER

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

**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]