

PERSON SPECIFICATION

C39 DIGITAL COMMUNICATIONS 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	Experience of using 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	Understanding of web accessibility requirements	E	1,3
Knowledge & Experience	Experience of using digital analytical tools	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	1,3
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

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]