

Job Title	Digital Marketing Project Officer			Directorate	Adults Social Care, Health and Wellbeing
JE Reference No:	3825	Grade	F	Service	Public Health
Completed By	Chitra Roberts			Date of Issue	25/9/19

The Personnel Specification outlines the main attributes needed to adequately perform the post specified. In drawing together the specification, a critical examination of the job description has been undertaken to pinpoint those elements of the post deemed as essential.

The Personnel Specification is intended to give prospective candidates a better understanding of the position's requirements. It will be used as part of the recruitment process in identifying and shortlisting candidates and in determining an applicant's suitability for employment, whilst giving due consideration to the need to make reasonable adjustments in line with the requirements of the Equality Act 2010.

	Essential	N/A	How identified
1. Qualifications			
<p>What does the job require in the way of: -</p> <p>Level of formal qualifications required to carry out the job. Describe these by level of attainment and by subject matter where appropriate, e.g. Degree, HNC, Professional Qualifications, GCSE's, CIPFA etc. Consider carefully whether these are absolutely necessary.</p>	<p>The post holder must be qualified to degree level in digital marketing or related subjects or have equivalent relevant experience.</p> <p>Enrolled for and working towards practitioner registration with UK Public Health Register.</p>	<input type="checkbox"/>	Formal possession of an appropriate qualification to be verified at interview or from records.
2. Experience			
<p>What does the job require in the way of: -</p> <p>Specific related job experience and in what type of working environment. What kind of life experience could supplement or replace this? Which is more important to the success of the job?</p>	<p>At least three years' experience working in digital marketing role</p> <p>Proven ability to instil and manage visual consistency from brand/campaigns across all platforms.</p> <p>Excellent creative presentation skills with the ability to articulate and sell concepts to senior management.</p> <p>Experienced in website design and build, use of packages e.g. WordPress CMS is required.</p> <p>Experience with writing and optimising content - Strong knowledge of SEO crawling tools</p>	<input type="checkbox"/>	Past employment activity record. Performance in related selection methods, e.g. presentation, group discussion.

3. Training			
<p>What does the job require in the way of: -</p> <p>Specific and/or specialist training in order to do the job, e.g. training in recruitment and selection, supervisory, management, inter-personal skills. Apprenticeship in a recognised trade. Practical training in the use of specific equipment, word processing etc.</p>	<p>Willingness to undertake training to further develop specialist skills and in preparation for registration on the specialist practitioner register.</p> <p>Evidence of continuing professional development.</p>	<input type="checkbox"/>	<p>Past training history from application form and records. Selection process by demonstration of ability to display knowledge and skills at the interview.</p>

4. Special Knowledge			
<p>What special knowledge is required in order to perform the job properly, e.g. a knowledge of employment legislation, accounting, financial planning regulations, languages, computer systems, local area etc?</p>	<p>Knowledge of public policy principles and priorities.</p> <p>Specialist theoretical and practical knowledge of social prescribing policy and practice.</p> <p>Knowledge of health and public health systems and organisation.</p> <p>Advance knowledge of Google Analytics, Moz, Ahrefs, Google Search Console – Has a data-driven approach to SEO with a curious mindset to continuously learn more - Working knowledge of CSS/HTML - Good working knowledge of Excel and analytical skills.</p> <p>Strong technical understanding of website usability, XML sitemaps, website performance, crawl optimisation and content.</p> <p>Thorough familiarity with Windows/Mac OS and the latest Adobe Creative Suite software, including Photoshop, Illustrator, InDesign and Acrobat Pro; working knowledge of Microsoft Office; knowledge of video production / films, digital marketing, mobile, and social media marketing and communication.</p>	<input type="checkbox"/>	<p>Qualifications held and demonstration of knowledge at interview.</p>

5. Circumstances (personal)			
<p>What kind of personal circumstances are required to do the job properly? The ability to work shifts, weekends etc. The willingness and ability to travel and stay away from home. Willingness to live-in if the job requires. Ability to drive, car ownership.</p>	<p>Some flexible working may be required with occasional work outside of normal working hours.</p> <p>Lengthy periods of concentration and mental attention on policy and strategy and business plans and meeting deadlines.</p>	<input type="checkbox"/>	<p>Ensuring candidates are aware of these requirements from the job description. Interview questions and application details.</p>

6. Disposition			
<p>Consider how you would want the successful applicant to demonstrate the council's values and behaviours. Which are particularly important for the role and how might these be evidenced?</p> <p>Trust – Shows respect, makes a personal impact, is open and honest.</p> <p>Unity – Focusing on customers, working with a team, communicating effectively.</p> <p>Progress – Being open to change, focusing on performance, getting team results</p>	<p>Outstanding interpersonal skills to effectively establish and maintain cooperative long-term working relationships with staff and management.</p> <p>Communications skills, both written and oral including media work and presentations.</p> <p>Strong ability to influence and negotiate exercising highly developed advisory and persuasive skills, influencing, negotiating, advocating and convincing others to adopt courses of action.</p> <p>Ability to develop and maintain excellent working relationships within public health, across the local authority and with partner agencies (e.g. Health, voluntary sector services).</p> <p>Enthusiastic, reliable punctual and organised.</p> <p>Be able to deal with emotionally stressful or challenging situations or information, including untoward incidents and complaints from the public and individuals.</p> <p>Ability to work independently, with appropriate discretion providing specialist advice reflecting level of competence.</p>	<input type="checkbox"/>	<p>Performance in related selection process, e.g. exercises, group discussion, problem-solving, questions etc.</p>
7. Practical and Intellectual Skills			
<p>What practical and intellectual skills are required for performing the job effectively? Does the person need to be a practically orientated person; should they be able to make decisions, should they be able to understand information derived from complex reports? What degree of manual dexterity is needed? Does the applicant need to be mechanically minded?</p>	<p>The ability to grasp complex concepts and translated them into simple and clear messages that are easy to understand.</p> <p>The post holder will require analytical skills. The ability to identify risks, anticipate issues and create and design innovative solutions.</p> <p>Strong numerical skills, understanding of different analytical techniques, interpretation and manipulation of data.</p> <p>IT literacy including working knowledge of Word, Excel and PowerPoint.</p> <p>Able to communicate complex ideas orally and in writing for a range of audiences.</p>	<input type="checkbox"/>	<p>Performance in related selection process.</p>
8. Legal Requirements			
<p>Are there any limitations or requirements imposed by statute that candidates must comply with, e.g. special qualifications, minimum age range etc.? Are there any "Genuine Occupational Qualifications" as defined in legislation which apply to this post?</p>		<input type="checkbox"/>	<p>Application form and interview questioning and references.</p>

THE REMAINING SECTIONS ARE TO BE COMPLETED BY MANAGERS AND ARE FOR THE APPLICANT'S INFORMATION ONLY.

9. Background Checks

Please ✓ required check(s) referring to Section 9 of [Guidance on completing individual sections of the Personnel Specification](#)

The post is subject to the following Background Check(s) which will be undertaken, where applicable, following a conditional offer of appointment.	a) Enhanced DBS with Children's and Adults Barring List Check	<input type="checkbox"/>	Only one or none of these checks (a – f) may be applicable.
	b) Enhanced DBS with Adults Barring List Check	<input type="checkbox"/>	
	c) Enhanced DBS with Children's Barring List Check	<input type="checkbox"/>	
	d) Enhanced DBS Check	<input type="checkbox"/>	
	e) Standard DBS Check	<input checked="" type="checkbox"/>	
	f) Basic Disclosure Check	<input type="checkbox"/>	
	Police Vetting Check	<input type="checkbox"/>	This check may also be required in addition to one from (a-f) above
	No Check Required	<input type="checkbox"/>	

10. Politically Restricted Post

Is this post a "politically restricted post"?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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Applicants can gain further information on Politically Restricted posts in the "Information for job applicants' booklet".

11. Main Physical Activities/ Requirements of the Post.

Please ✓ if activity requires to be undertaken.

The Council will make reasonable adjustments that are necessary for the successful candidate to undertake any of these activities

Lifting / manual handling / client handling	<input type="checkbox"/>	Prolonged standing or sitting	<input checked="" type="checkbox"/>
Working at heights	<input type="checkbox"/>	Prolonged working with vibrating tools / machinery	<input type="checkbox"/>
Working in confined spaces	<input type="checkbox"/>	Bending / Squatting / Kneeling	<input type="checkbox"/>
Working outdoors	<input type="checkbox"/>	Manual cleaning /domestic duties	<input type="checkbox"/>
Agricultural / gardening work	<input type="checkbox"/>	Food Handling	<input type="checkbox"/>
Work requiring respirators or masks	<input type="checkbox"/>	Rotating shift work or night work	<input type="checkbox"/>
Work requiring hearing protection	<input type="checkbox"/>	Driving Duties HGV / LGV/ Minibus / Passenger carrying	<input type="checkbox"/>
Work with skin irritants / allergens / respiratory irritants/fine particles	<input type="checkbox"/>	Any other driving duties	<input type="checkbox"/>
Significant use of computers	<input checked="" type="checkbox"/>	Using restraint	<input type="checkbox"/>
Working with children or vulnerable adults	<input type="checkbox"/>	High mental stress content	<input type="checkbox"/>
Permanent night work	<input type="checkbox"/>	Physical / sport / leisure duties	<input type="checkbox"/>
Lone working	<input type="checkbox"/>	Regular walking on uneven ground	<input type="checkbox"/>
Working with challenging behaviours	<input type="checkbox"/>		

Other main physical activities not listed above			
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12. Safety Critical Posts

A pre-employment/placement medical assessment with Occupational Health is required for any employee who is undertaking a safety critical post.

A safety critical post is one that is likely to be exposed to:-

- Noise (e.g. gardeners using mowers and highways road workers)
- Vibration
 - Hand/arm vibration (e.g. gardeners using blowers and/or strimmers, road workers, arborists, cleaners using buffers and countryside workers)
 - Whole body vibration (e.g. tractor drivers)
- Hazardous substances (i.e. solvents, fumes, dusts, biological agents and other substances hazardous to health) (e.g. School Design and Technology Technicians)

Also, the following posts: Fleet Drivers (where it is an essential requirement of the job to hold a valid driving licence in order to carry out the duties of the role), Trading Standards Officers, Vehicle Mechanics, School Crossing Patrol Operatives, employees working with asbestos and employees with responsibility for the health and well being of children and adults during the night require a pre-employment/placement medical.

Other Night workers (e.g. care workers and concierge staff) will be given the option to receive pre-employment/placement screening if they are offered the position

Having reviewed the criteria outlined in Section 12 is this post a "Safety Critical" post?

Yes

No

13. Language Requirements

Is this post covered by part 7 of the Immigration Act (2016), and therefore, the ability to speak fluent and spoken English is an essential requirement for this role? For example:

- The employee will work in a customer-facing role.
- The employee is required to speak to members of the public in English and this forms a regular and intrinsic part of the role.
- The employee requires a command of spoken English, to enable the effective performance of the role.

Yes

No

14. Sickness Absence and Disability

Criteria

How Identified

What does the job require in the way of a satisfactory sickness absence record?

This criteria has been included on this specification for the candidate's information only.

Candidates should have less than 3 absences in the last 6 months or not more than 6 days absence over the 6 months period prior to the closing date of the post. Any absences relating to a disability or any other incapacity will be viewed sympathetically and will be considered if fully explained. Due regard will be made to the need to make reasonable adjustments in line with the requirements of the Equality Act 2010.

This Information will be only obtained from the successful candidate after conditional offer of employment has been made.