



Person specification			
Post title	Digital Communications Officer	Grade	E
Service Area	Resources	Section/team	Communications

Shortlisting Number	Criteria	Essential\Desirable	Method of assessment
Skills, knowledge, experience			
S1	Experience of working in a complex organisational environment	E	A/I
S2	Good interpersonal skills - ability to build and maintain strong relationships with colleagues and clients	E	A/I
S3	Ability to work under pressure, to prioritise tasks and deliver to strict deadlines	E	A/I
S4	Ability to generate innovative and creative content for sharing across multiple communications channels	E	A/I
S5	Analytical skills with a good attention to detail	E	A/I
S6	Experience of CMS (Wordpress)	E	A/I/
S7	Experience of updating social media accounts with engaging content – Facebook, Twitter, Instagram etc	E	A/I
S8	Ability to come up with creative ideas and solutions to support communications objectives	E	A/I
S9	Demonstrate knowledge of the public sector agenda and of the law in relation to communication in the public sector	E	A/I
S10	Ability to embrace the values of the council	E	A/I
S11	Competent in uploading of new website content and editing of existing web pages	E	A/I
S12	Knowledge and understanding of how social media and digital communications can help the council achieve its objectives.	E	A/I

January 2021





S13	Good understanding of the accessibility considerations which are important for a council website, and how to ensure content complies with these standards.	E	A/I
S14	Able to manage and maintain basic databases, including mailing lists, which comply with relevant legislation (e.g. GDPR).	E	A/I
S15	Organised and self-motivated	E	A/I
S16	Flexibility over duties and working hours	E	A
Personal attributes and circumstances			
P1	Integrity - ability to be open and honest, to maintain high standards of personal behaviour and display strong moral principles	E	A/I
P2	Accountability - willingness to take personal responsibility for your actions and decisions, and to understand the consequences of your behaviour	E	A/I
P3	A demonstrable willingness to share information and work with other people.	E	A/I
P4	Respect - a strong desire to treat people with care and dignity, observing the rights of other people, and helping and supporting others where you can	E	A/I
Communication			
C1	Excellent written and communication skills, including the ability to make varied and complex information accessible to a wide range of audiences	E	A/I
Qualifications			
Q1	Good GCSEs (Grade A-C)	E	A
Health and safety			
H1	Ability to use equipment as instructed and trained Ability to inform management of any health and safety issues which could place individuals in danger	E	A/I

A = Application form C = Certificate E = Exercise I = Interview P = Presentation AC = Assessment Centre T = Test

Date	Approved by authorised manager	Designation
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January 2021





24.3.21	Helen Stalker	Head of Communications
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Where the post involves working with children, in addition to a candidate's ability to perform the duties of the post, the interview will also explore issues relating to safeguarding and promoting the welfare of children, including:

- **Motivation to work with children and young people**
- **Ability to form and maintain appropriate relationships and personal boundaries with children and young people**
- **Emotional resilience in working with challenging behaviours**
- **Attitudes to use of authority and maintaining discipline**

We have a positive attitude to the employment of disabled people and guarantee an interview to those who meet **all** the necessary criteria of the person specification.

January 2021

