

Person Specification

JOB TITLE:	Senior Media Officer	POST NO:	TBC
GRADE:	11	DEPARTMENT:	Resources
HOURS	37	DIRECTOR:	<u>John Harrison</u>
DIVISION:	City services and communications	COMPLETED BY:	<u>Amanda Rose</u>
DATE:	16/2/17		

ATTRIBUTES	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
KNOWLEDGE	<ul style="list-style-type: none"> Advanced knowledge of developing and implementing communication strategies. Advanced understanding and experience of internal and external communications techniques, practices and current thinking. Advanced knowledge of handling complex media stories. A thorough working knowledge of the law as it relates to publicity, including the Local Government Act 1998 and the Government's Code of Practice on Publicity. An understanding of how local government works and current issues and challenges facing it. An understanding of media law. 	
SKILLS & ABILITIES	<ul style="list-style-type: none"> Proven track record in finding solutions to complex external communications challenges. Political sensitivity and the ability to form and maintain strong productive, professional working relationships with councillors, staff and partners at all levels. Innovative and creative self-starter with the ability to manage a diverse workload. 	

	<ul style="list-style-type: none"> • Able to express and impart key messages and ideas confidently and effectively through both written and oral communication. • Ability to represent the service's position effectively to the media. • Strong news sense and a clear understanding of risks and issues in relation to publicity. • Understanding and experience of social media. • Advanced copywriting and editorial skills and a high level of creativity. • Ability to use time effectively and to operate to tight deadlines and manage under pressure. • Ability to operate effectively in an environment of constant change. 	
EXPERIENCE	<ul style="list-style-type: none"> • Experience of formulating communication plans. • Experience of project management experience. • Experience of partnership working • 	Experience of working in a political environment.
QUALIFICATIONS	<ul style="list-style-type: none"> • A recognised communications qualification or degree and at least two years' experience working in a press office. Or equivalent experience of at least five years working in a press office. 	
PERSONAL CIRCUMSTANCES	<ul style="list-style-type: none"> • To work outside normal office hours on occasions when required, including to attend council meetings. 	
EQUALITY	Candidates must demonstrate understanding of, acceptance and commitment to the principals underlying equal opportunities. (A & I)	
CUSTOMER CARE	Knowledge and understanding of effective customer care (A & I)	

*[At the end of each criteria the following codes are used to indicate how the criteria will be assessed:
(AI) Application / Interview, (P) Presentation, (W) Written Test.]*