

Person Specification

JOB TITLE:	Senior Communications Officer	POST NO:	TBC
GRADE:	11	DEPARTMENT:	Corporate Services
HOURS:	37		
DIVISION:	Communications	DIRECTOR:	Cecilie Booth
DATE:	28/2/23	COMPLETED BY:	Amanda Rose

ATTRIBUTES	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
KNOWLEDGE	<ul style="list-style-type: none"> • Knowledge of how to write communications strategies and in the delivery of them. • Detailed knowledge of a wide range of communications, marketing and engagement tools. • Detailed knowledge of the media and media handling. • Detailed knowledge of staff communications and able to advise on the channels and messages. • Knowledge of how a council can best use social media to deliver its objectives, in particular increasing engagement with communities. 	A thorough understanding of the environment in which local government operates.
SKILLS & ABILITIES	<ul style="list-style-type: none"> • Excellent communication skills including strong written and presentation skills. • Ability to persuade and negotiate at different levels and across different agencies, services and groups. • Strong and effective interpersonal skills in groups, teams and one-to-one situations. • Developed team working skills to collaborate with various departments and work in alignment with them. • Ability to see the big picture, interpret it and develop relevant strategies, plans and deliverables. • Excellent organisational skills. • Excellent time management and planning skills to ensure meeting deadlines. • Deliver results across team and organisational boundaries. • Focus on outcomes and self-motivated. • Think and plan to deliver services that are based on colleague and customer 	<p>Ability to motivate colleagues and partners in relation to multi-team service delivery.</p> <p>Willingness to promote the council and share responsibility for the council across service boundaries, especially in the public domain.</p>

	<p>feedback and input, with decisions being made openly and transparently.</p> <ul style="list-style-type: none"> • Identify areas for improvement to meet the diverse needs of customers and colleagues. • Challenge poor use of resources, delivering improvements. • Identify and deliver best practice. • Ability to prepare meaningful and concise reports and presentations and to manage and participate in senior level meetings to achieve desired outcomes. • Taking personal responsibility for making things happen and achieving desired results. 	
EXPERIENCE	<ul style="list-style-type: none"> • Experience of developing and delivering communications and marketing campaigns to support and deliver against strategic objectives within a complex organisation. • Experience of working with the media and as part of a press office function. • Experience of writing for an internal audience and communicating with staff. • Experience of writing for a range of audiences, ie media release, speeches, features, • Experience in using a variety of social media platforms and getting the best results for an organisation through its social media channels. • Experience in using a range of communications and marketing technology/ software. • Experience of engaging with communities and promoting good customer relations. 	<p>Experience of working in a political environment.</p> <p>Experience of working in an organisation going through large scale change, particularly from a staff engagement perspective.</p> <p>Proficiency with Microsoft Office suite.</p>
QUALIFICATIONS	<ul style="list-style-type: none"> • Degree or equivalent in related subject • Or at least 5 years' experience in a senior level communications role. 	Evidence of successful completion of relevant continuous professional development activities delivered by internal or external agencies.
PERSONAL CIRCUMSTANCES	<ul style="list-style-type: none"> • Ability to work outside normal working hours if required. • Ability to travel across the city 	
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.]*

	Date Issued: February 2017	Last updated: Jan 2023
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