

**Person Specification  
Policy and Communication Business  
Partner (Web and Social Media)**



**Part A:**

The following criteria (experience, skills and qualifications) will be used to short list at the application stage.

**Essential:**

- A relevant qualification and/or membership of a relevant professional body, and a clear commitment to continued professional development
- Experience in developing and delivering creative and innovative digital communication strategy in a large complex organisation
- Knowledge of the policy and communication issues relating to local government and to other statutory agencies and public sector partners.
- Excellent written communication and a proven professional ability to deliver engaging digital content across a range of channels
- Track record of advising and influencing credibly at senior management and leadership levels.
- Ability to analyse and interpret complex information, research and data and to use it to inform digital communication approaches.
- Ability to manage projects to deadlines and budgets and through account managing outside suppliers
- Strong networking skills and the ability to maintain effective working relationships with a range of partners.

**Part B**

The following criteria will be explored further at interview stage:

- Web and social media communication skills, knowledge and experience
- Approach to operating effectively in a politically sensitive environment
- Excellent oral communication skills
- Commercial awareness and the ability to spot and execute business opportunities
- Approach to coaching and mentoring
- Approach to managing workload
- Effective problem solving and decision making skills