**Tyne and Wear Fire and Rescue Service**

**Person Specification**

**Corporate Communications Manager**

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| **CATEGORY** | **CRITERIA** | **MEASURE** |
| **EDUCATION/**  **QUALIFICATIONS** | Degree (or equivalent) in a Public Relations, Journalism, Marketing, Business Studies, Media Studies or substantial work experience relevant to the role  Excellent literacy and numeracy skills | AF/I/C  AF/AC/I |
| **WORK EXPERIENCE** | Experience of managing and leading a team, with responsibility for both people and process.  Experience working in a Media/Communications environment within a complex organisation, ideally with multiple bases.  Experience of Revenue and Capital budget setting and management.  Experience of working with senior management and board / authority members.  Experience of strategy development and implementation. | AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I |
| **SKILLS/ KNOWLEDGE/**  **APTITUDE** | Ability to:   * Create and develop relevant policies, procedures and corporate communications strategies. * Manage and co-ordinate work activities in emergency situation. * Prepare and produce comprehensive reports. * Manage a multi-disciplinary team. * Demonstrate effective writing skills across a range of platforms, including press releases, news reports, statements newsletters and speeches * Provide internal and external communications advice for senior managers, managers and staff. * Deliver and oversee press conferences, media interviews and relevant training. * Manage communications plans to support consultation and engagement activities with internal and external stakeholders * Deliver effective presentations. * Work on own initiative and as part of a team * Demonstrate effective time management skills to work to conflicting priorities, meet deadlines and targets. * Demonstrate excellent interpersonal skills to enable effective networking and liaison at all levels internally and externally. * Demonstrate confidentiality, political awareness and sensitivity * Demonstrate well developed IT skills   Knowledge of:   * Campaign management principles including corporate branding and marketing * Media and crisis management * Social media management * Project management principles * Methods to evaluate the success of corporate communications campaigns * Content management systems * Accessibility issues including online, print and writing. * Event management.   Demonstrate commitment to safe working principles and practices associated with Health and Safety.  Demonstrate commitment to the principles of Diversity and Equality. | AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I |
| **OTHER** | Must be able to work to a flexible working scheme, which may include some weekends/evenings.  Able to meet the transport requirements of the role and travel to various locations. | AF/I  AF/I |

# MEASURE CODE

AF - Application form

AC - Assessment centre

I - Interview

C - Certificates