**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/CAF/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/IAF/AC/IAF/AC/IAF/AC/IAF/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/IAF/AC/IAF/AC/IAF/AC/IAF/AC/IAF/AC/IAF/AC/IAF/AC/IAF/AC/IAF/AC/IAF/AC/IAF/AC/IAF/AC/IAF/AC/IAF/AC/IAF/AC/IAF/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/IAF/I |

# MEASURE CODE

AF - Application form

AC - Assessment centre

I - Interview

C - Certificates