**Tyne and Wear Fire and Rescue Service**

**Person specification**

**Corporate Communications Advisor**

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| **CATERGORY** | **CRITERIA** | **MEASURE** |
| **EDUCATION/****QUALITFICATIONS** | Degree level (or equivalent) in a relevant discipline or significant relevant experience.Excellent literacy and numeracy. | AF/I/CAF/AC/I |
| **WORK EXPERIENCE** | Experience of:* Working in a communications environment for a large organisation, ideally across multiple sites.
* Providing communications advice to senior managers.
* Developing and implementing internal and external communications plans across a range of platforms.
* Writing and producing communications materials for both internal and external stakeholders in a range of formats, eg press releases, articles, staff bulletins and social media postings.
* Working with content management systems.
* Working with online platforms in a professional environment, including websites, intranets and social media.
 | AF/IAF/IAF/AC/IAF/AC/IAF/IAF/I |
| **SKILLS/ KNOWLEDGE/****APTITUDE** | Knowledge of:* Communications principles and practices.
* Print and broadcast media.
* Social media.
* Content management systems.
* Legislation and regulations associated with e-communications.
* Project management.
* Accessibility issues and practices, including online, print and writing.
* Event management for internal and external stakeholders.

The ability to:* Support the corporate communications & creative services manager in managing the work of the team, and deputising as required.
* Demonstrate effective writing skills for a range of platforms.
* Prepare and deliver external communications campaigns via traditional media and online platforms.
* Develop and deliver internal communications campaigns.
* Provide communications advice to senior managers.
* Proactively research the latest developments relating to e-communications platforms and techniques.
* Support consultation and engagement activities with internal and external stakeholders.
* Handle sensitive information and respect confidentiality.
* Demonstrate effective time management to work to conflicting priorities, meet deadlines and targets.
* Demonstrate effective ICT skills, showing knowledge of a range of IT systems.
* Demonstrate excellent interpersonal skills to enable liaison at all levels internally and externally.
* Work effectively as part of a team or independently.
* Demonstrate a commitment to safe working principles and practices associated with health and safety.
* Demonstrate a commitment to the principles of diversity and equality.
 | AF/AC/IAF/AC/IAF/AC/IAF/AC/IAF/AC/IAF/IAF/IAF/AC/IAF/IAF/AC/IAF/AC/IAF/AC/IAF/IAF/IAF/IAF/IAF/AC/IAF/AC/IAF/I |
| **OTHER** | Ability to attend meetings outside normal working hours as and when required, both locally and nationally.Ability to meet the transport requirements of the post.Must be able to work to a flexible working scheme, which may include some weekends/evenings. | AF/IAF/IAF/I |

# MEASURE CODE

AF - Application form

AC - Assessment centre

I - Interview

C - Certificates