

## **Person Specification**

### **Communications Officer**



#### **Part A**

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

##### **Essential**

- Show an understanding and ability to apply aspects of marketing and public relations theory including planning, implementation and analysis of strategies.
- Familiarity with modern office equipment/information systems.
- Relevant degree in marketing, communications, public relations or equivalent experience.
- Demonstrable experience of working in a marketing or public relations role.
- Experience of e-marketing and website content management systems.
- Experience of using social media professionally
- Ability to work to tight deadlines and monitor budgets.
- Ability to work on own initiative.
- Able to write, edit and proof copy.
- Capable of dealing professionally with internal departments and external bodies to actively promote the work of TWAM.
- Committed to Equal Opportunities and anti-discriminatory practice.
- An interest in the sector.

##### **Desirable**

- Post-Graduate Marketing, Communications or Public Relations qualification.
- Worked in the museums, arts, tourism, leisure or non-profit sector.

#### **Part B**

The following criteria will be further explored at the interview stage:

- Show an understanding and ability to apply aspects of marketing and public relations theory including planning, implementation and analysis of strategies.
- Familiarity with modern office equipment/information systems.
- Demonstrable experience of working in a marketing or public relations role.
- Experience of e-marketing and website content management systems.
- Experience of using social media professionally
- Ability to work to tight deadlines and monitor budgets.
- Ability to work on own initiative.
- Able to write, edit and proof copy.
- Capable of dealing professionally with internal departments and external bodies to actively promote the work of TWAM.
- Committed to Equal Opportunities and anti-discriminatory practice.

##### **Additional Information**

- The role will require the post holder to work on occasion outside of normal working hours; some evenings and weekends and to travel to different TWAM venues and other locations within the North East,