

**RICHMONDSHIRE DISTRICT COUNCIL  
PERSON SPECIFICATION**

**DIGITAL ENGAGEMENT OFFICER**

**Criteria will be assessed via the submitted application form (A), and  
Interview (I), or both (A, I)**

	Essential	Desirable
<b>Qualifications</b>	1. 5 x GCSE's at A-C level including English Language or equivalent (A)	a. Degree or equivalent level of education (A)
<b>Experience</b>	2. Experience of managing an organisation's Facebook and Twitter accounts (A, I) 3. Experience of implementing successful social media campaigns (A, I) 4. Experience of composing and managing email marketing/communications campaigns (A, I) 5. Experience of managing a social media content calendar (I) 6. Experience of administering a social media platform (A, I) 7. Experience of producing and presenting reports and statistical information	b. Project management experience (A) c. Experience of managing an organisation's YouTube, Instagram, Google+, Linked In accounts (A) d. Experience of using and populating a website's CMS (A,I) e. Experience of delivering presentations and leading meetings to successful outcome (A,I) • <b>Experience in design, graphics and print</b> • <b>type setting skills</b> • <b>Digital Design</b>
<b>Knowledge</b>	8. High level of IT literacy and excellent working knowledge of using PCs/mobile technology, the Internet, social media and other digital technologies/platforms (A, I) 9. Knowledge of using analytical software such as Google Analytics (A, I)	f. Knowledge of using analytical software such as Sitemorse (I) g. Knowledge of Adobe software packages, including Photoshop and InDesign (A, I)  • <b>Knowledge of graphic design packages</b>
<b>Personal Aptitudes and skills</b>	10. Ability to work without close supervision (I)	
<b>Disposition</b>	11. Enthusiastic and creative (I)  12. Confident, conscientious and flexible approach (I)Self-motivated, willing to take on new challenges and able to work on own initiative and as part of a team (A, I)  13. Ability to think critically (I) 14. Ability to respect and maintain confidentiality (I)	
<b>Other requirements</b>	15. Comply with the Council's Equalities and Diversity Policy (I)	16. Ability to work outside of normal working hours on an occasional basis (I)

Updated March 2018

- ***The post and duties of the Digital Engagement Officer is for 18.5hours per week.  
There may be a possibility of increasing the number of hours worked per week (up to 37), should any of the appropriate candidates also possess suitable graphic design skills and knowledge.  
These requirements are outlined in the desirable criteria on the person specification.***