**Person Specification – Communications and Media Manager**

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|  | **Requirements** | **Method of Assessment** |
| 1. | Hons Degree or relevant Professional Qualification in a communication/ and or marketing role | Application |
| 2. | Communication (verbal); Able to share information, obtain information and have dialogue with others either in person at a meeting or over the telephone | Interview |
| 3. | Communicating (written); Able to share information and obtain information from others through written communication and health messages | Application and interview |
| 4. | Listening; Listens to others to assess requirements in order to respond appropriately and efficiently. | Application and interview |
| 5. | PC Skills; Able to effectively use a PC to prepare documents, record information or input data, PowerPoint. | Application |
| 6. | Strategic Perspective; takes a long term view, sets goals and evaluates the impact of ideas and policy decisions. | Application and interview |
| 7. | Ability to develop knowledge and experience of:   1. knowledge and experience of various marketing methods and online/digital communications. 2. Management of various marketing campaigns 3. Social marketing. | Application and interview |
| 8. | Ability to obtain:   1. Knowledge of children’s services 2. Social marketing 3. Social media marketing | Application and interview |
| 9. | Introducing new ways of working, particularly adopting innovative and flexible methods | Application and interview |
| 10. | Making effective decisions which balance competing objectives and resources. | Application and interview |
| 11. | Managing budgets effectively | Application and interview |
| 12. | Willingness to travel | Application and interview |
| 13. | Commitment to equal opportunities | Application and interview |

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