**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/C  AF/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/I  AF/I  AF/AC/I  AF/AC/I  AF/I  AF/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/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/I  AF/I  AF/AC/I  AF/I  AF/AC/I  AF/AC/I  AF/AC/I  AF/I  AF/I  AF/I  AF/I  AF/AC/I  AF/AC/I  AF/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/I  AF/I  AF/I |

# MEASURE CODE

AF - Application form

AC - Assessment centre

I - Interview

C - Certificates