

PERSON SPECIFICATION

Communications Officer

Competency	Role Specification	Evidence/Demonstration of meeting specification	Essential	Desirable
Qualifications	Good level of general education	Application Form, Certificates	✓	
	Educated to degree level in a related area, or comparable learning and experience in a related area such as public relations, marketing, communications or journalism			✓
Experience	Considerable experience of using social media platforms (such as Facebook, Twitter, Instagram and LinkedIn) to support organisational objectives and individual programmes.	Application Form, Interview, References	✓	
	Maintaining an organisation's websites and social media platforms, including daily updating and content management.		✓	
	Writing and production of corporate literature such as annual reviews, flyers, posters and other promotional literature (printed and electronic).		✓	
	Experience of integrating communications and marketing tools and techniques.		✓	
	Proactively working with the traditional media (press, radio, TV, online publications) to maximise publicity opportunities.		✓	

	Experience of monitoring, evaluating and reporting on communications activity.			✓
	Working with and directing graphic designers, photographers, videographers and other specialist providers.			✓
Skills, Knowledge and Aptitude	Excellent written and oral communication skills, with the ability to write and present clearly and concisely.	Application Form, Interview, References	✓	
	An ability to write in different styles required for press releases, websites, social media, annual reviews etc.		✓	
	An understanding of the community sport and physical activity landscape.			✓
	A keen interest in the latest thinking in online and offline communications tools and techniques.		✓	
	An ability to take high quality/resolution images and video suitable for publications, social media, podcasts etc			✓
	Video editing skills.			✓
	Knowledge of graphic design software package, such as Illustrator or Photoshop.			✓
	Good IT skills and knowledge, commensurate with an office environment.		✓	
Motivation and Working Practices	Self-motivated – able to work alone with minimum supervision	Application Form, Interview, References	✓	
	Conscientious and thorough with attention to detail.		✓	

	Able and willing to work as part of a multi-disciplinary team and contribute effectively to the work of the team.		✓	
	Committed to sport and physical activity equity and safeguarding.		✓	
	Able to develop and deliver work programmes and targets.		✓	
Other	Able to meet the travel requirements essential to the post, including managing time and regular travel between the Charity's Blyth and Washington offices.	Application Form, Interview, References	✓	
	Committed to continuous professional development and maintaining pace with industry trends and developments.		✓	
	Willing to work typically in an office environment but a flexible attitude when required to work off-site for purposes of PR opportunities. This may include working evenings and weekends on occasion.		✓	