

PERSON SPECIFICATION

CATEGORY	CRITERIA	MEASURE
EDUCATION/ QUALIFICATIONS	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 : <ul style="list-style-type: none"> Developing and implementing key policies and strategies Liaison with senior internal and external stakeholders Experience working in a Media/Communications environment within a large organisation, ideally with multiple bases Collaboration within the national and local political arena Managing project resources Advising executive leadership working with senior management and board / authority members. Experience of strategy development and implementation 	AF/AC/I AF/AC/I AF/AC/I AF/AC/I AF/AC/I
SKILLS/ KNOWLEDGE/ APTITUDE	Knowledge of: <ul style="list-style-type: none"> Project management principles Budget management principles Strategic goal setting Value for money principles Local Government Ability to: <ul style="list-style-type: none"> Influence and negotiate with highly developed political acumen Develop and implement strategic policy Prepare and produce comprehensive management reports. Demonstrate effective leadership skills. Demonstrate effective management skills to work to conflicting priorities, meet deadlines and targets. Demonstrate effective IT skills, sharing knowledge of a range of IT skills. Demonstrate excellent interpersonal skills to enable liaison at all levels internally and externally. Communicate effectively both verbally and in writing. 	AF/AC/I AF/AC/I AF/AC/I AF/AC/I AF/AC/I AF/AC/I AF/AC/I AF/AC/I AF/AC/I AF/AC/I AF/AC/I AF/AC/I

TYNE AND WEAR FIRE AND RESCUE SERVICE

PERSON SPECIFICATION

	Demonstrate commitment to safe working principles and practices associated with Health and Safety. Demonstrate commitment to principles of Diversity and Equality.	
OTHER	Must be able to work to a flexible working scheme, which may include some weekends/evenings. Ability to attend meetings outside normal working hours as and when required both locally and nationally.	AF/I AF/I

MEASURE CODE

AF - Application form
AC - Assessment centre
I - Interview
C - Certificates