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| CFB Logo (11)**CLEVELAND FIRE BRIGADE****PERSON SPECIFICATION – DIGITAL COMMUNICATIONS OFFICER** |
|  | **Essential** | **How measured** | **Desirable** | **How measured** |
| Qualifications/Attainments | * Educated to degree level or equivalent
* Recent evidence of learning in digital communications (short courses/training etc).
* Full current driving license
 | * Application form, certificates
* Application Form, Interview
* Interview
 | * Professional qualification in a related discipline (Communications / Marketing / PR)
 | * Application form, certificates
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| Experience and Knowledge | * Extensive experience using digital tools including website and social media, to deliver key messages and campaigns to communities
* Extensive experience of producing high quality, engaging digital content and managing multiple digital platforms
* Experience in writing copy for a variety of channels
* Knowledge and understanding of legal issues around the use of digital platforms including Copyright and Data Protection
* Experience using insights and analytics to monitor and evaluate delivery of objectives
* Working knowledge of WordPress, Adobe Suite
 | * Application Form, Interview, References;
* Application Form, Interview, References;
* Application Form, Interview, Assessment;
* Application Form, Interview,
* Application Form, Interview
* Application Form, Interview, Assessment,
 | * Experience empowering internal stakeholders to use digital channels
* Experience of filming and editing content e.g. via iMovie
* Knowledge of WCAG website accessibility requirements
 | * Application Form, Interview, References;
* Application Form, Interview,
* Application Form, Interview
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| Skills and Competence | * A persuasive and expert communicator adept at engaging with diverse audiences in a meaningful way through digital channels
* Ability to engage with internal stakeholders to develop digital and support use across the organisation.
* Excellent written and verbal communications skills.
* Excellent ICT skills.
* Ability to work to tight deadlines
* Close attention to detail
 | * Application Form, Interview, References;
* Application Form, Interview, References;
* Application Form, Interview,
* Application Form,

Interview, * Application Form, Interview, Assessment,
* Application Form, Interview, Assessment,
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| Personal Qualities | * Ability to work both individually and as part of a team.
* Self-motivated.
* Innovative and creative, able to adopt and adapt, sometimes at short notice.
* Ability to motivate and support others to embrace new ways of working
* Excellent interpersonal skills
 | * Application Form, Interview;
* Application Form, Interview;
* Application Form, Interview;
* Application Form, Interview;
* Interview
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| Other Requirements | * Good health in relation to the needs of the job, able to cope and respond to the demands of the job.
* Able to represent the Brigade at all times professionally.
* Commitment to Equality and Diversity.
* Commitment to Health and Safety.
 | * Application Form, Medical;
* Interview; Application Form,
* Interview; Application Form,
* Interview; Application Form
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