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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 |
| 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 |
| 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, |  |  |
| 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 |  |  |
| 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 |  |  |