# **PERSON SPECIFICATION: COMMUNICATIONS AND MARKETING OFFICER POST REFERENCE: 107641**

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| REQUIREMENTS | ESSENTIAL CRITERIA Please indicate in brackets after each criteria how this will be verified i.e. (F), (I), (T), (R) | DESIRABLE CRITERIA Please indicate in brackets after each criteria how this will be verified i.e. (F), (I), (T), (R) |
| * **Educational/vocational/ occupational qualifications and/or training** * **Specific qualifications (or equivalents)** | Previous education to graduate level relevant to the job, or equivalent vocational experience (F) | Project Management (F & I) |
| * **Work or other relevant experience** | Demonstrable experience in PR, communications, journalism, marketing or a related profession (F)  Understanding of local government (I)  Knowledge and experience of digital communications (F & I)  Knowledge and experience of content management systems (F & I)  Knowledge and experience of graphic design, including online graphic design systems (F & I)  Experience of working with people on a variety of levels (F & I)  Managing projects to tight deadlines (F & I) | Experience of delivering on similar type projects(I)  Market segmentation methods (F & I) |
| **ESSENTIAL/DESIRABLE CRITERIA WILL BE VERIFIED BY: F = FORM I = INTERVIEW T = TEST(S) R = REFERENCE(S)** | | |

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| REQUIREMENTS | ESSENTIAL CRITERIA Please indicate in brackets after each criteria how this will be verified i.e. (F), (I), (T), (R) | DESIRABLE CRITERIA Please indicate in brackets after each criteria how this will be verified i.e. (F), (I), (T), (R) | |
| * **Skills, abilities, knowledge and competencies** | Ability to write clearly and to a high standard for a different range of audiences (T)  Ability to identify and maximise communication opportunities (F& I)  Sound knowledge of, and ability to implement, digital communications to maximum effect, including YouTube streaming. (F, I & T)  Sound knowledge of, and ability to implement, content management systems, including creation of small websites and management of web pages. (F, I & T)  Sound knowledge of, and ability to produce, graphic design to a high standard, including experience with online design systems including Canva. (F, I & T)  Ability to use a mouse in design work and also a keyboard.  Outline knowledge of GDPR, particularly in terms of its implications for communications-related activities, and the ability to be able to clearly communicate that as advice to officers and councillors.  Outline knowledge of English defamation law, in terms of its implications for communications-related activities, and the ability to be able to clearly communicate that as advice to officers and councillors.  Ability to work as part of a team or on own initiative (F& I)  To be able to prioritise workloads whilst maintaining high standards (F & I)  A thorough knowledge of the media (F& I)  To be able to work under pressure and meet tight deadlines (F & I). This includes an ability to meet unpredictable deadlines such as, for example, a media organisation requesting a response to an enquiry with a very tight deadline, a Council Leader or Committee Chair requesting the drafting of an immediate news release, or the drafting of urgent communications to the public, including for example newsletters and social media posts regarding the local implications of a national Government announcement (such as, for example, Hartlepool being placed in Tier 3 Covid restrictions).  Developed advisory, guiding, negotiation or persuasion skills when dealing with the media or sensitive issues (F & I).  This means the ability to deal confidently with the media on any topic – including sensitive issues and issues which may indirectly have political sensitivities - accurately conveying the Council’s position and ensuing that any falsehoods or misconceptions are identified, challenged and corrected in a firm but polite manner. | tieodeo | |
| * + **General competencies** | Tact and diplomacy (I)  Ability to develop strong working relationships (I)  Flexible approach – the role may involve some out of hours working (I)  A good understanding of ICT (I) | Full driving licence (F) | |
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**On-going Training Requirements**

The post holder will be required to undertake the following mandatory/essential training at the frequency indicated.

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| **Mandatory/Essential Training** | **Frequency** |
| Corporate Induction  Data Security and GDPR | On appointment  On appointment and approximately 2 yearly refresher |

Please note all appointments within Hartlepool Borough Council are subject to a declaration of medical fitness by the Council’s Occupational Health Service (having made reasonable adjustments in line with the Equality Act (2010) where necessary.