**Person Specification**
**Communications Officer (Website)**

Newcastle City Council

**Part A:**
The following criteria (experience, skills and qualifications) will be used to short list at the application stage.

**Essential**

- Working knowledge of content management systems such as Drupal and SharePoint, as well as MS Office.
- Working knowledge of accessibility guidelines for the web.
- Good understanding of web technologies and protocol.
- Excellent written and oral communications skills
- Puts users first and can manage competing priorities.
- Identifies and engages with users and stakeholders to collate user needs evidence and understands and defines research which fits user needs.
- Able to translate user stories and propose design approaches or services to meet these needs.
- Identifies key stakeholders, tailoring communication to their needs, and works with teams to build relationships whilst also meeting user needs.
- Evaluates current strategies to ensure business requirements are being met and exceeded where possible.
- Working on and helping to implement content strategies, as well as helping to improve processes.
- Experience in working with content publishing systems.
- Experience using analytics, user feedback, user research and other sources of information to improve content.

**Part B**
The following criteria will be explored further at interview stage

- Able to design content to meet user needs and make complex language and processes easy to understand.
- Understands and implements style and standards.
- Excellent proofreading/copy-editing skills with a strong understanding of SEO and accessibility requirements.
- Experience working on council services.
- Project management capability, including the ability to coordinate a number of projects simultaneously and adapt to changing priorities.
- Can take opposing views to reach consensus.
- Approach to operating in a politically sensitive environment.
- Approach to managing workload.
- Problem solving skills.
- Can focus on outcomes.