

## **Person Specification**

### **Communications Officer**

#### **Part A**

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

##### **Essential**

- Demonstrable experience of working in a marketing, communications or public relations role.
- Excellent understanding of effective marketing and public relations practice.
- Experience of e-marketing and website content management systems.
- Experience of using social media professionally.
- Ability to work to tight deadlines and monitor budgets.
- Ability to work on own initiative.
- Able to write, edit and proof copy.
- Good ICT skills including proficiency in the use of MS office software packages, including Sharepoint and Teams.
- Capable of dealing professionally with internal departments and external bodies to actively promote the work of TWAM.
- Committed to Equal Opportunities and anti-discriminatory practice.

##### **Desirable**

- Worked in the museums, arts, tourism, leisure or non-profit sector.

#### **Part B**

The following criteria will be further explored at the interview stage:

- Demonstrable experience of working in a marketing, communications or public relations role.
- Excellent understanding of effective marketing and public relations practice.
- Experience of e-marketing and website content management systems.
- Experience of using social media professionally.
- Ability to work to tight deadlines and monitor budgets.
- Ability to work on own initiative.
- Able to write, edit and proof copy.
- Capable of dealing professionally with internal departments and external bodies to actively promote the work of TWAM.
- Committed to Equal Opportunities and anti-discriminatory practice.

##### **Additional Information**

- The role will require the post holder to work on occasion outside of normal working hours; some evenings and weekends and to travel to different TWAM venues and other locations within the North East