

Person Specification

Communication, Engagement & Events Officer

Part A

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

Essential

1. Relevant experience working in a communications, marketing, events or engagement environment.
2. A relevant communications, marketing, public relations, journalism, events or engagement qualification.
3. Evidence of working collaboratively with a range of colleagues and stakeholders to support major projects or programmes with marketing and/or engagement advice and activity, through developed interpersonal skills and demonstrated professional credibility.
4. Evidence of planning, sourcing, curating a wide range of engaging online and offline events supported by high-quality organised/catalogued content accessible online to the selected audience.
5. Experience in developing policy or good practice relating to communications, marketing or engagement activity.
6. A good knowledge of social media for business use and an understanding of its role in attracting and engaging with new and existing audiences.
7. Knowledge of data collection techniques and their use in measuring performance and impact in a marketing or communications environment.
8. Excellent IT and administration skills including proficiency in Microsoft 365, CRM and basic graphic design tools such as Canva.com

Desirable

1. Experience of following administrative and financial processes including experience of procurement or buying methods/managing contracts, particularly within public sector organisations.
2. Experience of working with a business audience, within business support activities or engagement with businesses.
3. Experience of developing a knowledge resource including the production of video, podcasts and written material.

What we look for: The North of Tyne Combined Authority are a diverse organisation. We don't need you to have a degree because we welcome the different life experiences our team bring to work. We don't need you to have physical 'abilities' because we support each other. We prefer variety in our work and our colleagues. We anticipate you'll have caring responsibilities of some kind, that you'll value your independence and our flexibility, and you'll want to care more about how we change lives than anything else.

Additional Requirements

The ability to drive would be an advantage as would having your own transport for times when offsite working is required. The role requires attendance at events from time to time and this may include some evening and although rare the possibility of occasional weekend work.

Part B

In addition to seeking further evidence on the above criteria, the following will also be explored at the interview stage:

1. Approach to content planning, scheduling and accuracy
2. Approach to working as a team in the delivery of events
3. Approach to developing a business community focused website, learning and engagement resource/platform and techniques used in increasing engagement
4. Approach to managing performance data especially relating to the success of website content and events and using this to shape future direction.
5. Approach to customer service, complaint resolution and problem solving