

Person Specification



Job Title	Communications and Engagement Officer
Grade	PO3
Service/Section	Communications and Democratic Services
Directorate	Communities, Environment and Central

Shortlisting Criteria: Essential criteria assessed via application form should be used to shortlist.

Criteria	Essential/ Desirable
Knowledge	
A good understanding of the current issues affecting local government and in particular how they impact upon the Council and the way that it communicates with residents.	D
Skills and Abilities	
The ability to write clear, concise and accurate copy for a range of publications including websites, press releases, publications and social media.	E
A strong news sense and the ability to effectively manage media interest in the Council's activities – often on contentious matters – in a sensitive manner.	E
Excellent communication, organisational and presentation skills, together with an ability to prioritise workloads, meet tight deadlines as part of a 24/7 team which operates an out of hours rota.	E
Ability to brief photographers to produce appropriate photographs suitable for use in newspapers and promotional literature.	D
Working knowledge of HTML and the ability to tailor digital content to meet accessibility and usability standards.	D
Knowledge and experience of using analytical and data gathering tools to improve customer experience and the effectiveness of digital content and campaigns.	D
Experience	
Significant experience as a press officer, a communications officer, an engagement officer, journalist or web editor, or equivalent qualification.	E
Experience of developing and delivering communications and/or community engagement strategies.	E
Experience of operating standard IT packages including Microsoft Office, content management systems, engagement and media management systems.	E
Experience of producing digital content, design and/or development of, online forms and other methods of digital engagement, and ability to develop these skills	D
Equal Opportunities	

Understanding of and commitment to the Council's equal opportunities policies and ability to put into practice in the context of this post.	E
Understanding of and commitment to achieving the Council's staff values and ability to put into practice in the context of this post.	E