

PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

Job Title: Digital Communications Officer

Department: Marketing and Communications

	Essential	Desirable	Tested by (Application form, Interview, Test)
Knowledge, Education, Qualifications and Training Educated to degree level or equivalent qualification	x		Application form
Skills and/or Abilities Ability to demonstrate excellent written and verbal communications skills. Demonstrable commitment to maintaining up-to-date knowledge on emerging digital technologies. Ability to demonstrate excellent attention to detail. Ability to demonstrate excellent teamwork, collaborative and persuasive skills. Demonstrable ability to prioritise workloads, use initiative and manage deadlines.	x x x x x		Application form/interview/test Application form/interview Application form/interview Application form/interview Application form/interview
Experience Experience of creating and maintaining dynamic, user-focused content for websites and other digital channels. Experience of creating and maintaining social media channels. Experience of using content management systems. Experience of creating engaging, multimedia content for digital channels including: video, photography and infographics. Experience of using analytics or insights to inform colleagues and digital communications activity.	x x x x	x	Application form/interview/test Application form/interview Application form/interview Application form/interview Application form/interview

Date: 20/11/17