

### 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 (Social Media)

**Department:** Marketing and Communications

	Essential	Desirable	Tested by (e.g. Application form, Interview, Test)
<b>Knowledge, education, qualifications and training</b>			
Educated to degree level or equivalent	X		Application Form
<b>Skills and/or abilities</b>			
Understanding of the marketing mix and the place of social media within it	X		Application Form / Presentation *
Ability to demonstrate excellent written and verbal communication skills.	X		Interview / Test
Demonstrable commitment to maintaining up-to-date knowledge on emerging digital technologies and trends in audience behaviour.	X		Interview
Ability to demonstrate excellent attention to detail.	X		Application Form / Test
Ability to demonstrate excellent teamwork, collaborative and persuasive skills.	X		Application Form / Interview *
Demonstrable ability to prioritise workloads, use initiative and manage deadlines.	X		Interview
Ability to work independently and as part of a committed team.	X		Interview
<b>Experience</b>			
Experience of creating and maintaining social media channels, within a professional communications/marketing context.	X		Application Form *
Experience of using analytics or insights to inform colleagues and future digital communications activity.	X		Application Form / Interview *
Experience of creating and delivering social media plans for events and campaigns	X		Application Form *
Experience of creating and delivering best practice materials relating to digital communications such as presentations, screencasts and documentation	X		Application Form / Interview *
Experience of using content management systems.	X		Application Form *
Experience of personally creating engaging, multimedia content for digital channels including: video, photography and infographics.		X	Application Form / Interview *
<b>Other requirements</b>			
Ability to work beyond normal working hours when required	X		Interview
Enthusiasm to participate in personal development	X		Interview
Availability to start in post as soon as possible		X	Interview