

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)
Knowledge, education, qualifications and training			
Educated to degree level or equivalent	x		Application form
Skills and/or abilities			
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
Experience			
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
Other requirements			
Ability to work beyond normal working hours when required	x		Interview
Enthusiasm to participate in personal development	x		Interview