

## 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 Application Form/Interview/Test
<b>Knowledge, Education, Qualifications and Training</b>			
Educated to degree level or equivalent	X		Application form
Experience of creating and maintaining social media channels, within a professional communications/marketing context.	X		Application form / interview / presentation
Experience of personally creating engaging, multimedia content for digital channels including: video, photography and infographics.	X		Application form / interview
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 analytics or insights to inform colleagues and digital communications activity.		X	Application form / interview
Experience of using content management systems.		X	Application form / interview
<b>Skills and Abilities</b>			
Understanding of the marketing mix and the place of digital channels	X		Application form/interview
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		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		Application form/interview

Ability to work independently and as part of a committed team.	X		Interview
<b>Other requirements</b>			
Ability to work beyond normal working hours when required	X		Interview
Enthusiasm to participate in personal development	X		Interview