

Person specification

Post

Communications and Engagement Lead

Values

Our values framework sets out the behaviours that are important and that we expect everyone to demonstrate at work, regardless of grade and position.

The framework will set out our expectations about:

- how we do things
- how we treat others
- what we say and how we say it
- how we expect to be treated

We value:

- Connecting people, places, partnerships and working together
- Integrity and honesty to ensure that we are open and accountable
- Dynamic approach to the delivery of services with drive and energy
- Innovative people who like doing things differently and better

Specification

Please indicate which attributes are **Essential/ Desirable** and measured in the **Interview/ Application/ Test**.

Personal qualities / Aptitudes / Behaviours

- able to use own initiative E A/I
- creative E A/I
- innovative E I
- diplomatic E I
- hard-working E I
- enthusiastic E I



- methodical and able to meet deadlines E I/T
- welcomes challenge and change E A
- committed to high quality and accuracy E A
- able to meet deadlines under time pressure E A/I
- high degree of personal and professional integrity E A
- willing to train and develop within the role D A
- mindful and confident when dealing with confidential information D A
- confidently expresses ideas in individual and group situations D A/I

Education/ Qualifications

- 'A' levels or equivalent preferably including English or Communications E A
- Degree and/or Media/PR Qualification D A

Experience/ Knowledge

- At least two years' experience in Public Relations or Journalism E A
- Working knowledge of local government services D A/I
- Political sensitivity E A/I

Skills and Abilities

- Able to communicate clearly, logically and under pressure in writing and verbally. E A/I/T
- Ability to appropriately target communications for internal and external audiences E A/I
- Project management skills D A/I
- PC literate E I/T
- Able to research and quickly analyse information to produce reports/summaries/statements/social media content and news releases. E A
- Practical understanding of shooting and interviewing for in-house videos D A/I/T

Miscellaneous/ Other Working Requirements

- Willing to work on occasional evenings/weekends with time off in lieu E I
- High standards are required and the post-holder will need to be prepared to finish a task, regardless of time, if required. E I

Person Specification last reviewed: May 2022