

Person specification: Communications and Engagement Officer

Attribute	Essential	Desirable
Qualifications	<p>GCSE Math and English or equivalent (A-C)</p> <p>Relevant degree/professional qualification in marketing and comms or equivalent experience</p>	<p>Relevant qualification in website content management</p> <p>Digital marketing qualification and design content management website</p>
Experience	<p>Experience in marketing and comms</p> <p>Experience in social media campaigns increasing engagement and visibility of the Town Council</p> <p>Public and Media Relations</p> <p>Knowledge of general office practices and procedures</p> <p>Running successful engagement events ideally in a community setting</p> <p>Experience in designing unique and memorable times that connect with key stakeholders and drive outcomes using promotions</p>	Project management
Behaviours and characteristics	<p>Dynamic and adaptable approach</p> <p>Ability to prioritise and plan workload efficiently, with a thorough and meticulous approach</p>	

	<p>Ability to manage simultaneous projects and to co-ordinate a safe and efficient operating environment</p> <p>Excellent time management</p> <p>A 'service driven' and 'can do' attitude</p>	
Communication	<p>Ability to communicate effectively, orally, in writing and electronically</p> <p>Good networking skills are essential</p> <p>Ability to liaise with the press and/or other media in accordance with Town Council policies</p> <p>Ability to be articulate and sensitive in potentially controversial situations</p> <p>Ability to develop effective relationships with external and internal stakeholder, the general public and statutory bodies</p>	Ability to present to diverse audiences
Personal Qualities	<p>To maintain confidentiality</p> <p>Ability to work under pressure</p> <p>Ability to be diplomatic and tactful</p> <p>Ability to work co-operatively and effectively as part of a team</p> <p>To be approachable and to have good listening skills</p> <p>To maintain the reputation of the Town Council</p>	

Strategic Thinking	Ability to think, plan and work strategically and methodically	
Technology / IT Skills	<p>Excellent understanding of IT in order to perform office functions and other requirements of the role</p> <p>Professional knowledge of Office packages including Word, Excel, Outlook, SharePoint, Social Media, database and creative software packages</p> <p>Ability to use website management platforms to maintain and develop the Town Council website</p>	Ability to use search engine optimisation and understand algorithms
Equal Opportunities	Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs	
Other relevant factors	Ability to attend Town Council civic events and projects as required	Driving licence and vehicle