

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 experience in content design and website management.</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 events that engage key stakeholders and drive results through strategic promotions.</p>	<p>Project management</p>
Behaviours and characteristics	<p>Dynamic and adaptable approach</p> <p>Ability to prioritise and plan workload efficiently, with a</p>	

	<p>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>	
Work Environment	<p>The office is a close-knit team where collaboration is key, therefore, with a small team, each role significantly impacts our collective success.</p> <p>We value individuals who thrive in a cooperative setting and are mindful of their colleagues' contributions and needs.</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>	<p>Ability to present to diverse audiences</p>

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	<p>Ability to think, plan and work strategically and methodically</p>	
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>	<p>Ability to use search engine optimisation and understand algorithms</p>
Equal Opportunities	<p>Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs</p>	

Other relevant factors	Ability to attend Town Council civic events, evening meetings, and projects as required	Driving licence and vehicle