

## Person Specification: Communications and Engagement Officer

Attribute	Essential	Desirable
<b>Education and Training</b>	<ul style="list-style-type: none"> <li>• GCSE Maths and English (A-C) or equivalent.</li> <li>• Relevant degree and professional qualification in the areas that cover Marketing, Communications, Journalism, or equivalent experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Project management qualification or equivalent experience.</li> <li>• Event management qualification or experience.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Proven experience in marketing and communications, with a strong understanding of strategic planning, audience targeting, and impactful messaging across multiple channels.</li> <li>• Demonstrable expertise in digital content design, particularly using Canva, with ability to work with other design tools.</li> <li>• Knowledge of inclusive communication practices, ensuring content is accessible, representative, and aligned with equality and diversity principles.</li> <li>• Proven ability to produce clear, accurate, and media-ready communications, including press releases and newsletters.</li> <li>• Skilled in public and media relations, including liaising with local press and other media.</li> <li>• Demonstrated success in managing social media campaigns that increase engagement, reach, and audience interaction.</li> <li>• Solid understanding of GDPR and data protection principles, with ability to maintain confidentiality.</li> <li>• Experience supporting strategic communications or contributing to organisational/business plans.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Town Council services, community engagement, and local government processes.</li> <li>• Awareness of health &amp; safety and safeguarding in public settings.</li> </ul>

<p><b>Skills and Knowledge</b></p>	<ul style="list-style-type: none"> <li>• Excellent written, verbal, and electronic communication skills, adaptable for diverse audiences.</li> <li>• Excellent attention to detail.</li> <li>• Proficiency in managing social media platforms, content planning, creation, scheduling, and performance reporting.</li> <li>• Ability to design and produce high-quality marketing materials across digital and print, including graphics, videos, newsletters, and photography.</li> <li>• Confident copywriting and meticulous proofreading skills.</li> <li>• Strong public and media relations skills, with ability to represent the organisation effectively.</li> <li>• Effective time management, prioritisation, and ability to meet deadlines in a fast-paced environment.</li> <li>• Ability to work independently and collaboratively, supporting colleagues and mentoring others in communications skills.</li> <li>• Competence in analysing website and social media data to inform improvements.</li> <li>• Proficient in Microsoft Office and digital communication tools.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience with website CMS (e.g., WordPress), SEO, and analytics tools.</li> </ul>
<p><b>Strategic Thinking</b></p>	<ul style="list-style-type: none"> <li>• Ability to think strategically, aligning communications and engagement activities with organisational objectives.</li> <li>• Proactive in identifying opportunities to enhance community engagement and promote services.</li> <li>• Skilled in evaluating outcomes using data to inform planning and continuous improvement.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience anticipating emerging trends or community needs and adapting strategies accordingly.</li> </ul>

<b>Communication</b>	<ul style="list-style-type: none"> <li>• Ability to communicate effectively across oral, written, and electronic channels.</li> <li>• Strong networking skills for building professional relationships.</li> <li>• Articulate and tactful, handling sensitive or potentially controversial situations professionally.</li> <li>• Proven ability to develop effective relationships with internal and external stakeholders, the public, and statutory bodies.</li> </ul>	<ul style="list-style-type: none"> <li>• Skilled in presenting to diverse audiences, delivering engaging and accessible information.</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Maintains discretion and confidentiality at all times.</li> <li>• Calm, professional, and effective under pressure.</li> <li>• Diplomatic and tactful, engaging respectfully with diverse stakeholders.</li> <li>• Collaborative team player, contributing positively to team dynamics.</li> <li>• Approachable and personable, with strong interpersonal and active listening skills.</li> <li>• Acts as a positive ambassador for the Town Council, upholding its reputation.</li> </ul>	
<b>Working Collaboratively</b>	<ul style="list-style-type: none"> <li>• The office is a close-knit team where collaboration is key, therefore, with a small team, each role significantly impacts our collective success.</li> <li>• We value individuals who thrive in a cooperative setting and are mindful of their colleagues' contributions and needs.</li> </ul>	
<b>Technology / IT Skills</b>	<ul style="list-style-type: none"> <li>• Professional knowledge of Office packages (Word, Excel, Outlook, SharePoint), social media platforms, database, and creative software packages.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of SEO, social media algorithms, and digital analytics tools.</li> </ul>

	<ul style="list-style-type: none"> <li>• Ability to maintain and develop the Town Council website and digital content.</li> <li>• Ability to use Canva software for design of a variety of promotional materials, including posters, leaflets, and videos.</li> </ul>	
<b>Equal Opportunities</b>	<ul style="list-style-type: none"> <li>• Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs.</li> </ul>	
<b>Other Relevant Factors</b>	<ul style="list-style-type: none"> <li>• Ability to attend Town Council civic events, evening meetings, and projects as required.</li> </ul>	<ul style="list-style-type: none"> <li>• Full driving licence and access to a vehicle.</li> </ul>