

STRATEGIC COMMUNICATIONS OFFICER - PERSON SPECIFICATION

<i>What are we looking for?</i>		<i>How will we check if you have it?</i>
Knowledge and Skills	<ul style="list-style-type: none"> Experience or knowledge of writing press releases, newsletter articles and web copy or of working in a communications team. 	Application form, Test
	<ul style="list-style-type: none"> IT literate with ability to use WordPress or web content management software packages and willingness to learn new packages. 	Application form
	<ul style="list-style-type: none"> A practical understanding of how equal opportunities and diversity issues play a vital role in communications. 	Interview

<i>What are we looking for?</i>		<i>How will we check if you have it?</i>
Core Competencies	<ul style="list-style-type: none"> Communication – selects the most appropriate mode of communication for diverse audiences and is clear and understandable when speaking and writing. 	Application form, Interview, Test
	<ul style="list-style-type: none"> Planning and organising – manages several tasks at once effectively, meeting deadlines. 	Application form, Interview, Test
	<ul style="list-style-type: none"> Influencing and negotiation – listens to others and uses a variety of styles to persuade when appropriate. 	Interview, Test
	<ul style="list-style-type: none"> Results and quality focus – consistently works to achieve high standards of quality with an ability to attend to detail without losing sight of aims. 	Application form, Interview, Test
	<ul style="list-style-type: none"> Customer focus – finds out what internal and external customers want and responds to their needs appropriately. 	Application form, Interview

<i>What are we looking for?</i>		<i>How will we check if you have it?</i>
Core competencies, continued	<ul style="list-style-type: none"> Working with others – builds good working relationships with team members and others both inside and outside Newlon. 	Interview
	<ul style="list-style-type: none"> Managing change and innovation – produces ideas for improvements, new activities and problem solving. 	Interview
	<ul style="list-style-type: none"> Judgement and decision making – can stay calm and perform effectively under pressure. 	Application form, Interview, Test
	<ul style="list-style-type: none"> Financial and numeric awareness – accurately enters numerical data and controls costs within agreed budgets. 	Interview, Test