

PERSON SPECIFICATION

Post Title	Communications Officer	Band	8/9	Job Evaluation Reference	G275
Required Attributes					
1. EDUCATION AND TRAINING				Essential	Desirable
Educated to SCQF Level 6 (e.g. SVQ 3) or equivalent knowledge/experience, and willingness to obtain SCQF Level 9 (e.g SVQ 4/Degree) Band 8				✓	
Educated to SCQF Level 9 (e.g SVQ 4/Degree) Band 9				✓	
Communications, media or public relations as an element of that training					✓
2. KNOWLEDGE AND EXPERIENCE				Essential	Desirable
A good understanding of Dumfries and Galloway Council policies, structures & projects.				✓	
A basic knowledge of computer systems and enthusiasm to learn more.				✓	
A working knowledge of how the media operates				✓	
An understanding of how social media operates.				✓	
An understanding of internal communications systems.				✓	
Ability to identify marketing opportunities and to work with services to realise them.				✓	
Extended experience working in a news, marketing or public information environment.				✓	
Experience of partnership working				✓	
Has operated and grown social media channels for large organisations					✓
3. SKILLS AND ABILITIES				Essential	Desirable
An ability to summarise complex subjects in clear Plain English				✓	
Ability to write press releases/statements, social media posts, newsletters and other copy.				✓	
An ability to take a broad view and to understand the Council's strategic goals				✓	
Be able to set clear objectives and targets as well as plan/review activities.				✓	
IT literate, including familiarity with Microsoft Windows				✓	
4. PERSONALITY FACTORS				Essential	Desirable
Highly developed inter-personal skills				✓	
A positive attitude to change.				✓	
Innovative and creative				✓	
Political sensitivity and awareness				✓	

Good time management and ability to prioritise.	✓	
5. OTHER REQUIREMENTS	Essential	Desirable
Ability & willingness to maintain strict confidentiality	✓	
Be able to work under pressure to deadlines	✓	
Willingness to work evenings and weekends when required.	✓	
Ability to travel & have access to a vehicle/transport	✓	
<p>Employees are the Council's greatest asset and through our SUPPORT we are expected to work together and demonstrate the following core behaviours:</p> <ul style="list-style-type: none"> • Strengthen – our Communities • Understand – our children's needs • Protect – our vulnerable people • Promote – equality and diversity • Open and transparent – at all times • Respect – our environment • Treat – each other with kindness 		

Guidance:

A factsheet on writing a person specification is available on Connect within the recruitment policy/procedure.