

HAYLE TOWN COUNCIL



Person Specification for Communication and Engagement Officer

	Essential	Desirable
Educational Qualifications	<ul style="list-style-type: none"> • “A” Levels or NVQ Level 3 as a minimum 	<ul style="list-style-type: none"> • Educated to degree level With a qualification in marketing, communications, public relations, journalism or relevant field • Willingness to attend further training • First Aid qualification and DBS checked
Experience	<ul style="list-style-type: none"> • Proven experience in a communications, public relations or community engagement role, ideally within the public sector or a community-focused organisation • Minimum 2 years writing/editorial experience • Experience of using proactive engagement techniques • Proficient in Microsoft Office • Experience with digital platforms, including social 	<ul style="list-style-type: none"> • Experience of community engagement • Experience working with the different tiers of local government or third sector • Demonstrated experience in creating multimedia content, including graphic design and video editing • Procurement of goods and services

	media, websites, and email newsletters	
Communication Skills	<ul style="list-style-type: none"> • Strong skills in developing (and promoting brands through) social media channels • High level of creativity with the ability to produce visually appealing content • Outstanding written and oral communication skills • Implementation of communication plans • Ability to develop good working relationships • Experience of using IT to produce and share information • Strong organisation and prioritization skills including ability to manage own workload and use initiative. • Ability to monitor media coverage, identify and capitalize on positive news stories and, conversely, identify potential issues and draft media responses • Multitasking 	<ul style="list-style-type: none"> • Graphic design experience • Video content creation • Photography
Information Technology and Relevant Knowledge	<ul style="list-style-type: none"> • Good typing and word processing skills • Experience and practical ICT skills including Windows, Word, Excel and the Internet 	<ul style="list-style-type: none"> • Awareness of the role of the Town Council and the local government environment • Knowledge of SEO and Google Analytics

	<ul style="list-style-type: none"> • Experience with automated mailing systems, e.g. Mailchimp (or similar) • Knowledge of Word Press • Designing graphics for digital platforms and for print (Adobe and/or Canva) • GDPR regulations 	<ul style="list-style-type: none"> • Knowledge of social media analytics • Knowledge of event safety including Public liability, Health and Safety, risk assessments and Public Safety Liaison Guidance
Meetings	<ul style="list-style-type: none"> • Willingness to attend evening meetings when required 	<ul style="list-style-type: none"> • Practical experience of committees and minute and report writing
Personal Qualities	<ul style="list-style-type: none"> • Shows integrity • Enthusiastic • Confident, reliable and punctual, high level of self-motivation • Solutions-focussed approach • Creative and innovative • Meticulous attention to detail, ensuring accuracy and consistency in all communication materials • Ability to work collaboratively and flexibly as part of a team • Ability to deal with people, including the public and work colleagues in a professional, friendly and helpful manner • Ability to remain calm in challenging situations • Resourceful and creative individual who can operate in a challenging environment 	<ul style="list-style-type: none"> • Full driving licence and use of own vehicle

	<ul style="list-style-type: none">• Strong interpersonal skills with the ability to build and maintain relationships with community stakeholders, media and colleagues• Flexible and adaptable to changing circumstances• A flexible approach to working weekends and evenings to coincide with events or meetings• Commitment to quality service delivery• Trustworthy with confidential information	
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