

APPLICATION PACK

COMPETENCY BASED PERSON SPECIFICATION

PLEASE READ PAGE 1 OF THE GUIDANCE NOTES FOR MORE INFORMATION ABOUT THIS DOCUMENT

Job Title: Marketing & Communications Officer

Competency: Respect for diversity **How Measured:** F/I

Demonstrates behaviors that include fairness, respect, dignity, inclusiveness, empathy, integrity, and ethical conduct. Advocates for and demonstrates an understanding of the value of differences that promote and sustain a diverse community.

Essential Criteria:

- Ability to work in a way that promotes equality of opportunity, diversity and inclusion

Competency: Professional knowledge/expertise **How Measured:** F/I/T

Having achieved a comprehensive level of technical and professional skill or knowledge in position-related areas.

Essential Criteria:

- Recent full time experience (or part-time equivalent) of specialist Marketing or Communications work.

Competency: Effective communication **How Measured:** F/I

Displays good interpersonal and communication skills, talks and writes logically, concisely and persuasively. Actively listens, observes and picks up on the content of what is being said. Communicates ideas and information in the appropriate manner for the audience.

Essential Criteria:

- Ability to communicate complex issues clearly, succinctly and sensitively, both verbally and in writing.
- Excellent social media skills and experience of maintaining and developing online presence.
- Ability to shape organisational voice and understanding of tone for different stakeholders.

Desirable Criteria:

- Ability to create and implement marketing plans.

Competency: Team working and interpersonal skills **How Measured:** I

Works co-operatively and flexibly with other members of the team to achieve a common goal. Communicates within groups and considers others in discussions and decisions. Actively helps and supports others. Understands and is tolerant of differing needs and viewpoints.

Essential Criteria:

- Ability to build trust and positive working relationships both internally and externally

- Ability to communicate and work effectively, co-operatively and considerately with colleagues and to receive as well as give support

Competency: Planning, organising and delivery **How Measured:** F/I

Adopts a clear approach to planning, prioritising and organising work, to meet individual and organisational objectives, making effective use of time and resources.

- Essential Criteria:**
- Ability to plan and deliver own work effectively, under pressure and to meet deadlines
 - Excellent planning, organisational and time management skills, with the ability to multi-task between projects
 - Ability to work on own initiative and prioritise a busy workload
 - Excellent IT skills, including word, graphic design and the internet.

Competency: Analytical, evaluation and problem solving **How Measured:** I/T

Assesses and interprets information, defines key issues and takes a proactive approach to dealing with them. Actively identifies solutions to problems and implements these appropriately.

- Essential Criteria:**
- A proactive approach to research, analyse and interpret complex information / issues and present well thought out solutions
 - Ability to solve problems in a creative, logical and solution focused manner and take well-informed, effective, and timely decisions

- Desirable Criteria:**
- Fluent in English and at least one local community language