



## PERSON SPECIFICATION

### Corporate Communications Manager

	Essential	Desirable	How this will be measured
<b>Qualifications required</b>	Degree or equivalent level qualification  Professional Qualification	Attendance at Coaching workshops, learning and development activities.  Coaching or Management qualification  Membership of appropriate Professional Body	Application and Interview
<b>Skills / competencies required</b>	Developed analytical and judgemental skills to be able to deal competently with the varied and complex information that the post holder will be expected to deal with as part of the core requirements of the role  Leadership and motivational skills so to positively lead and develop team  Effectively communicate complex and or sensitive information to a wide and varied range	Public sector experience	Application and Interview

	<p>of audiences, adapting approach and methods as appropriate</p> <p>Developed keyboard skills in order to produce own correspondence, reports and presentations for Management Team, Cabinet and Council Committees.</p> <p>Proven ability to apply creative approaches to problem solving</p> <p>Capable of working under pressure to meet competing demands and deadlines in order to achieve set objectives/targets</p> <p>Ability to deliver medium and long term plans and priorities for self and team through using a planned and systematic approach</p>		
<b>Knowledge required</b>	<p>Extensive knowledge of:</p> <ul style="list-style-type: none"> <li>• Media relations, public relations and marketing techniques</li> <li>• The successful organisation and management Communications campaigns</li> <li>• The development and implementation of communications strategies in line with an organisation's vision and values</li> </ul>		Application and Interview

	<p>Knowledge of business planning processes</p> <p>Political awareness and sensitivity</p> <p>Evidence of continued professional development</p>		
<b>Experience required</b>	<p>Significant post qualification experience</p> <p>Experience of delivering Communications services</p> <p>Experience of managing teams including people management, budgetary management and performance management</p> <p>Working at a junior or middle management level</p> <p>Budget management and control</p> <p>Negotiating or persuading others to follow a desired course of action</p> <p>Working with internal and external key stakeholders at all levels of the organisation</p> <p>Dealing with highly sensitive and confidential information</p> <p>Collaborative working</p>	<p>Project management/project delivery</p> <p>Experience of working in local government communications</p> <p>Experience of managing a website and using content management systems</p>	Application and Interview

<b>Personal qualities</b>	<p>Ability to work under own initiative with minimal supervision</p> <p>Ability to manage own workload and that of others</p> <p>Ability to successfully deal with conflicting priorities and changes in demands</p> <p>Mental resilience to respond with the challenging aspects of the role (both corporate and technical demands)</p> <p>Effective and collaborative team working skills – both immediate team and wider organisation</p>		<p>Application, Interview and reference</p>
<b>Other requirements</b>	<p>Driving/ability to attend meetings at a range of locations as and when required</p> <p>Commercial and Business awareness</p>		<p>Application and Interview</p>

