



PERSON SPECIFICATION

NOTE TO APPLICANTS: Whilst all points on the specification are important, 'D' is desirable. Those marked 'E' (essential) are the key requirements. You should pay particular attention to these essential points and provide evidence of meeting them. Failure to do so may mean that you will not be invited for interview.

JOB TITLE: Marketing & Communication Worker
GRADE: Grade 7
TERM: Permanent
DIRECTORATE: Families & Wellbeing Directorate
SERVICE: Children's Services

CRITERIA:

Experience

Experience in a similar communication role.	E	A, I
Experience of effective planning and delivery of communications activity including communications campaign planning, media release writing, social media planning and delivery and the creation of marketing materials.	E	A, I
Experience of media handling, including direct liaison with journalists on both a proactive and reactive basis.	E	A, I
Experience of working in a busy office environment and of managing competing demands to deliver work on time and within budget.	E	A, I
Experience of working with elected representatives/ in a political environment.	D	A, I
Experience of following protocols and quality standards in the delivery of communications materials.	E	A, I
Experience of providing advice to internal colleagues (or clients) in order to effectively manage reputation.	E	A, I
Experience of working on collaborative projects and events.	E	A, I
Experience of event planning and management.	E	A, I
Experience of developing evaluation criteria and effectively evaluating communication outcomes.	E	A, I
Experience of working closely with senior management and a track record of gaining credibility with that level of an organisation and including experience of providing constructive professional challenge.	E	A, I
Experience of operating within allocated budgets and time constraints.	E	A, I

Knowledge of the fostering sector, the Fostering Minimum Standards and the interdependencies of the relationships between LAs and external Independent Fostering Providers.	E	A, I
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Skills and Abilities

Ability to develop and lead regional communications plans to support organisational outcomes.	E	A, I
Strong interpersonal skills, able to communicate effectively with a wide range of audiences and to provide positive constructive challenge as required to uphold standards and to ensure the effectiveness of communications delivery.	E	A, I
Ability to develop and deliver compelling content, including writing well-constructed media releases and statements, developing and delivering photo opportunities, web and social media content etc.	E	A, I
Possess high-level ICT skills, including competence in Microsoft Office, Wordpress, SEO, and Mailchimp, Google ad words and analytics.	E	A, I
Experience of managing corporate/ commercial social media platforms.	E	A, I
Possess operational working knowledge of the graphic design process, including print and digital advertising specifications.	E	A, I
Able to shoot and edit basic video footage.	D	A, I
Strong organisational skills with an ability to manage more than one campaign at a time and to work at pace and to tight deadlines while maintaining personal resilience.	E	A, I
Practical problem solver, able to quickly and effectively deal with issues.	E	A, I
Ability to process, analyse and disseminate a broad range of complex information quickly and effectively.	E	A, I
A strong news sense, including a comprehensive knowledge of the differing needs of print, broadcast, digital and online media channels.	E	A, I
Ability to provide clear and unambiguous advice on complex issues avoiding the use of jargon.	E	A, I
Proven ability to build and maintain positive and collaborative working relationships with key stakeholders internally and externally.	E	A, I
Consistently positive attitude to change.	E	A, I
Strong political awareness and acumen.	E	A, I
Able to take personal accountability for delivering and managing stakeholder expectations.	E	A, I
Able to work on own initiative and collaborate with colleagues within the organisation and externally.	E	A, I
Good eye for detail and able to spell and use grammar correctly, including the ability to proof read the work of others at speed.	E	A, I
Be fully conversant in the latest GDPR guidelines and the implications for a service such as Foster4, where large volumes of data are captured and utilised.	E	A, I
Ability to lead and work as part of a fast-paced, dynamic team, ensuring exceptional customer service standards are adhered to at all times.	E	A, I
Ability to write compelling funding bids, pitches and award submissions as required.	E	A, I

Education/Qualifications/Knowledge

Academic qualification to degree standard and/or relevant PR/marketing /journalism qualification, or significant equivalent professional experience.	D	A, I
Evidence of continued professional, managerial and personal development.	E	A, I
Working knowledge of media law, the local government publicity code and a basic understanding of data protection laws.	E	A, I
Knowledge and understanding of best practice in communications, digital media and content management, marketing and PR and its application in a public sector environment.	E	A, I
Working knowledge and understanding of the full range of media channels and how to use them effectively to generate positive coverage/messages.	E	A, I
Working knowledge of local government, including the remit and range of services provided by the council.	D	A, I
An understanding of the broader operating context of the Council and the work of local government.	D	A, I
Up to date knowledge of changes in legislation or policy that affects councils, particularly those of interest to the news media.	D	A, I

Other Requirements

To be able to work 37 hours per week, flexibly in accordance with the needs of the service.	E	A, I
To be able to travel as required across Cheshire in relation to the delivery of the service.	E	A, I

Commitment to Equal Opportunities

Ability to understand and demonstrate commitment to equality and diversity.	E	A, I
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Commitment to Service Delivery/Customer Care

Customer focused with a strong public service ethos.	E	A, I
Committed to providing high quality public services.	E	A, I