

## **PERSON SPECIFICATION – Communications Officer**

Applicants should be able to demonstrate evidence of the following essential criteria:

1. A degree in Communications, Journalism, Public Relations or related field
2. Expert understanding of the theory and practice of effective communications and brand management
3. Knowledge of website development, graphic design and infographics
4. Advanced knowledge of digital social media platforms
5. Excellent written and verbal communication skills
6. Excellent critical thinking skills and the ability to exercise good judgment and solve problems quickly and effectively
7. Excellent attention to detail and experience in working to agreed brand guidelines
8. Demonstrable ability in project management
9. Experience in developing communications strategy
10. Experience working in customer relations
11. Experience of leading the design of publications
12. Experience of using infographics
13. Experience of dealing with media
14. Experience of managing social media platforms