

North Hertfordshire Council



Digital Communications Officer Person Specification

Date issued: May 2023

Category	Essential Job Requirements	Desirable Job Requirements	Method of Testing
Job Related Skills and Knowledge:	<p>Experience Significant experience of managing social media channels in a professional capacity, including planning and delivering campaigns and driving engagement. Experience may include producing relevant digital media content, including videos, animations, infographics.</p> <p>Experience of writing content for a range of channels e.g. web, social media, newsletters etc</p>	<p>Experience Previous local government or public sector experience would be helpful</p> <p>Knowledge of the North Hertfordshire District an advantage</p> <p>Experience of editing videos would be useful</p> <p>Experience of taking photos for campaign purposes would be helpful</p>	<p>Application form / Presentation to be prepared for interview</p> <p>Presentation to be prepared for interview</p>

	Education/Qualifications The applicant would normally be expected to have attained at least 5 x GCSE Grade 4 or above, or equivalent, including English	Education/Qualifications Professional marketing, social media or public relations qualifications e.g. CIPR, CIM	Application form
	Other Job related skills & knowledge Confident with IT systems including Microsoft word and Outlook	Other job related skills and knowledge Use of website content management systems	Application form
Planning & Organising Skills:	Methodical with good attention to detail		Application form / Interview
	Able to work under pressure and prioritise multiple tasks		Application form / Interview
Communication Skills:	Excellent written communication skills.. Able to understand complex issues and explain them in clear language		Application form / Interview
	Ability to work with a wide range of community groups / organisations		Application form / Interview
	Assertive and confident when dealing with colleagues or outside parties including senior management and Councillors.		Application form / interview

Other Requirements:	A team worker	Experience of working within a communications environment Current driving licence / Use of own vehicle for work	Application form Application form
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