

## Person Specification

<b>Position Title</b>	Communications Officer (Graphic Design)
<b>Division / Section</b>	Communications Service
<b>Service Area</b>	Corporate Operations
<b>Responsible To</b>	Communications Manager

### Person Specification

<b>Qualifications, training and professional membership</b>	• Qualified to a relevant degree level or equivalent evidence of experience	Essential
	• Membership of a relevant professional body	Desirable
	• Evidence of continuing professional development	Essential

**The successful candidate will demonstrate evidence of the following experience, knowledge, skills and understanding. Evidence will be sought for selection purposes.**

<b>EXPERIENCE</b>	• Devising, managing and delivering visual communications elements of campaigns and activities in a pressurised and demanding environment	Essential
	• Providing expert professional advice to senior managers and partner organisations on all aspects of communications, particularly graphic, visual and creative design	Essential
	• Continuous monitoring and evaluation of visual communications activities to ensure that they meet the desired outcomes	Essential
	• Working in a multi-disciplinary environment, with teams and on projects that incorporate a blend of communications methods	Essential
	• Using creative design to produce employee and/or customer-focused visual communication content and materials, particularly for the digital environment	Essential
	• Developing tender documents, procuring, overseeing and monitoring external suppliers/contractors	Essential
	• Preparing reports, briefing materials and presentations on communication matters for chief officials, elected members, submission to	Essential

committee or cascading to services

	<ul style="list-style-type: none"><li>Analysing customer insight intelligence to inform visual communications planning and to ensure activities are targeted and use appropriate channels</li></ul>	Desirable
	<ul style="list-style-type: none"><li>Contributing to/taking lead in cross-service/joint agency initiatives or working groups where visual communications expertise is required</li></ul>	Desirable
	<ul style="list-style-type: none"><li>Working in a political/democratic environment</li></ul>	Desirable
	<ul style="list-style-type: none"><li>Working in a large, complex organisation, preferably public sector</li></ul>	Desirable
<b>KNOWLEDGE AND SKILLS</b>	<ul style="list-style-type: none"><li>Ability to plan, schedule and manage all aspects of design development and production from initiation to delivery, on time and within budget</li></ul>	Essential
	<ul style="list-style-type: none"><li>Brand design, development, implementation and management, as well as ensuring compliance across an organisation</li></ul>	Essential
	<ul style="list-style-type: none"><li>Knowledge and ability to apply appropriate accessibility and legibility standards in visual and digital communications eg RNIB, W3C</li></ul>	Essential
	<ul style="list-style-type: none"><li>First class communication skills</li></ul>	Essential
	<ul style="list-style-type: none"><li>Sound skills and ability to use appropriate graphic and digital design software to produce designs that communicate effectively</li></ul>	Essential
	<ul style="list-style-type: none"><li>Experience of using digital tools to deliver effective visual communications that deliver results</li></ul>	Essential
	<ul style="list-style-type: none"><li>Project management skills</li></ul>	Essential
	<ul style="list-style-type: none"><li>Ability to design and implement visual communications that support consultation processes</li></ul>	Desirable
	<ul style="list-style-type: none"><li>Ability to design and implement visual communications that support behaviour change communication principles when developing campaigns and implementing creative concepts</li></ul>	Desirable
	<ul style="list-style-type: none"><li>Working with politicians</li></ul>	Desirable
<b>CREATIVITY AND INNOVATION</b>	<ul style="list-style-type: none"><li>Ability to devise new ways of presenting visual communication to diverse audiences and delivering effective outcomes</li></ul>	Essential
	<ul style="list-style-type: none"><li>Keep abreast of and adopt new and appropriate ways to communicate visually and effectively within time and resource constraints and to required standards</li></ul>	Essential
	<ul style="list-style-type: none"><li>Create and develop conceptual copy for project themes, headlines and straplines which informs the</li></ul>	Essential

direction and tone of Council campaigns and communication projects

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## Competencies and Values Framework

Applicants will also be measured against the following competencies as per the Competency Level outlined in [Our Competency and values framework](#):

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|--------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Customer focused</b>                    | <ul style="list-style-type: none"><li>• Selects the appropriate visual communication channel(s) and targets communications activities according to audience segmentation</li><li>• Monitors and evaluates visual communications concepts/campaigns/materials to ensure they are target to customer appropriately</li><li>• Promotes the importance of quality customer/client services within the team or with services</li><li>• Identifies opportunities to improve the way the team/service delivers customer/client services</li><li>• Ensures teams/services correctly identify customer/client needs and provide satisfactory solutions</li></ul> |
| <b>Works Effectively with others</b>       | <ul style="list-style-type: none"><li>• Treats team members fairly and equally, recognises and demonstrates appreciation of their contribution</li><li>• Identifies with and has a shared commitment to achieving team objectives</li><li>• Shares knowledge and information with others</li><li>• Thanks others for their contribution and efforts</li><li>• Fosters good working relationships within teams across the Council</li><li>• Actively seeks others input and values their contributions</li></ul>                                                                                                                                         |
| <b>Managing change</b>                     | <ul style="list-style-type: none"><li>• Reacts positively to change</li><li>• Is flexible and adapts plans in response to change</li><li>• Prepares and supports team members during periods of change</li><li>• Constructively challenges current thinking and procedures and offers alternative solutions</li><li>• Gains acceptance of necessary changes by communicating their benefits with conviction and enthusiasm</li></ul>                                                                                                                                                                                                                    |
| <b>Taking Ownership and Responsibility</b> | <ul style="list-style-type: none"><li>• Takes the initiative to start activities or actions</li><li>• Recognises when a decision is needed and commits to act</li><li>• Is proactive, acts quickly to address current issues</li><li>• Seeks feedback and takes appropriate action</li><li>• Takes responsibility for personal development</li><li>• Modifies own behaviour to influence different situations.</li></ul>                                                                                                                                                                                                                                |
| <b>Communicating Effectively</b>           | <ul style="list-style-type: none"><li>• Uses positive, appropriate language in all situations</li><li>• Communicates clearly and concisely to influence others</li><li>• Uses a variety of methods to communicate in the most effective</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                       |

manner

- Creates a positive confident impression
- Uses interpersonal skills to have a positive impact in meetings
- Keeps written messages simple
- Conveys difficult messages and gains acceptance
- Diffuses conflict in a constructive non-threatening manner
- Presents information in a persuasive and convincing manner
- Asserts own opinions and expertise in tough situations
- Is highly self-aware and sociable, buoyant and positive when communicating with others.

### **Planning and Decision Making**

- Regularly monitors progress and takes corrective action to ensure priorities are met
- Gathers information from several readily available sources
- Considers information objectively to establish logical options and generate solutions
- Considers options and risks before making a decision
- Determines resources and co-ordinates work logically to ensure tasks are completed effectively
- Goes beyond information presented, and probes to get to the root of a problem, analysing cause and effect
- Balances strict technical interpretation of issues with the need for practical solutions
- Makes decisions that take account of multiple stakeholders
- Considers cost and resource implications when using communications expertise
- Anticipates future trends/issues and amends plans accordingly

### **Political Sensitivity**

- Understanding of the current issues in local government
- Applies common sense while being sensitive to the organisation's objectives at all times
- Awareness and ability to make connections across an organisation to deliver effective outcomes
- Recognises constraints - what is or is not possible in different circumstances
- Accepts that the political decision making process of the Council will influence the team/service and communications planning