Recruitment person specification

Post being recruited for: ……

Our Behaviours

These apply to all posts

Respect – We're inclusive, we promote equality, we treat people with fairness, understanding and kindness and we consider others in our decisions and actions.

Integrity – We're open and honest, we take responsibility, we build trust and we pull together to do what's right for our residents, colleagues and city

Flexibility – We're open minded, we keep it simple, we adapt to provide great service and find better ways of doing things, and we embrace opportunities for shared working and learning

Managers

1. Specify what the essential requirements are for your vacancy under each category. All candidates that have disclosed a disability must be interviewed if they meet the essential requirements.
2. Specify what the desirable requirements are for your vacancy under each category. Desirable criteria can be used to shortlist candidates if you have a high volume of applicants. However, you cannot use desirable criteria when shortlisting any candidates that have disclosed a disability.

Person specification

Category	Essential	Desirable (not every post needs desirable requirements)
Experience	Experience of • successfully delivering a range of complex communication activities and projects • developing and delivering successful social media communication campaigns • managing social media channels. • designing and delivering good user experience, and of applying user insight. Working in a large, complex environment and guiding/influencing senior leaders and service teams on complex and potentially sensitive issues. Developing digital approaches to ensure all channels meet user needs and improve the overall citizen experience.	Experience of contributing to the development and delivery of strategic customer and communications approach in a public sector organisation. Experience of working in a local government or public sector environment. Ability to mentoring and support other members of the team.
Knowledge, skills and understanding	Strong planning, stakeholder engagement and project management skills. Sound analytical skills with the ability to resolve complex problems, manage conflicting issues and work to tight deadlines. Ability to communicate clearly (verbal and written) with a variety of internal and external stakeholders. Solid understanding of customer journeys. Ability to improve customer service levels. Ability to challenge, senior leaders and colleagues. Ability to work respectfully, with integrity and flexibility in line with Council behaviours.	Understanding of the Council's strategic priorities and local context.
Qualifications and training	A relevant degree eg digital communication, digital media and production (or equivalent experience)	Additional training relevant to the post such as project management qualifications or accreditation. Commitment to ongoing training and personal development.

Job specific requirements	Up-to-date and thorough knowledge and understanding of digital, online and social media practices and principles. Ability to cope and function effectively when in a demanding and dynamic, constantly changing environment. Be a resilient, flexible, creative and focused self-starter. Be organised and able to meet tight deadlines. Creativity and not be afraid to develop new approaches to storytelling and narrative creation.	Understanding of information governance policies and procedures eg GDPR, Integrated Impact Assessments (IIAs), data protection and sharing. Ability to manage suppliers for social media and related digital platforms, including procurement and contract management.