



Rushcliffe
Borough Council

RUSHCLIFFE BOROUGH COUNCIL

Person Specification

Temporary Communications Officer

Post grade:
LS 14

Post number: TBC

ATTRIBUTES	ESSENTIAL	DESIRABLE
EXPERIENCE	Experience of working within a communications service or marketing role in the public or private sector Experience of promoting campaigns or brands to enhance stakeholder or client's reputation Experience of working on integrated communications and behavioural change campaigns using traditional and new media channels	Experience of dealing with media enquiries, managing expectations, facilitating interviews, drafting press statements, and briefing interested parties where required Experience of promoting local media stories and activities in the local, national or trade press to build profile and enhance reputation Experience of marketing services, facilities or products to increase general awareness of Council services Experience of writing content for e-newsletters or information briefings to a community. Awareness of Local Government Reorganisation and to engage stakeholders in the process.
QUALIFICATIONS	Able to demonstrate a high level of literacy, numeracy and accuracy through educational attainment	Educated to degree level (or equivalent)

	GCSE Grade C or above (or equivalent) in English Language	Relevant public relations or marketing professional qualification
SPECIALIST KNOWLEDGE AND SKILLS	Excellent written English Proofreading and editing skills Appreciation of creative style and ability to apply corporate branding Creative and persuasive – ability to switch tone and style between campaigns and activities to appeal and market to appropriate audience Innovative in approach to engaging customers through online media presence channels such as website and social media accounts Ability to engage with stakeholders in an outgoing, personable manner to maximise engagement and communications opportunities Ability to edit high quality graphic and video content across all channels	Understanding of local government Able to create good quality engaging content for use across traditional and digital channels – including articles, video, images, photos, graphics Ability to produce and edit high quality graphic and video content across all channels Able to identify opportunities to increase residents' and internal stakeholders understanding of and engagement in council services and activities increasing brand advocacy and resident satisfaction Able to operate specialist computer applications after training Media savvy and persuasive – able to promote stories to both local and sector specific press in order to maximise coverage
IT SKILLS	Good computer literacy and word processing skills Proficient in Microsoft Office applications Word and Excel Design and video editing software experience	Ability to update internet and intranet sites Experience in Adobe design and video editing software Qualification in relevant design or video editing
PERSONAL QUALITIES	Flexible approach to work, good team player, approachable,	Ability to establish and maintain high standards that

	outgoing and willingness to work on own Able to respond positively under pressure Excellent attention to detail Able to foster positive working relationships Ability to identify discrimination in the workplace and adopt appropriate strategies to resolve it	are demanding of self and others Able to work productively with Councillors and officers
SPECIAL WORKING CONDITIONS	Able to work outside of normal office hours when required and be flexible and adaptive to tasks at short notice Able to travel across the Borough	
*Reasonable adjustments will be made in line with the Equality Act 2010 Approved by: Ed Palmer Date: 22/07/26		