

PERSON SPECIFICATION

Principal Policy Officer (Communications)

Essential	Desirable	Assess by
Knowledge and Qualifications		
<p>Educated to degree level or equivalent (in a subject related to communications and policy) or substantial experience in communication and policy.</p> <p>Detailed knowledge of various channels of communication and methodology.</p> <p>Evidence of maintaining and implementing CPD to increase knowledge and improve performance.</p> <p>Able to demonstrate political awareness, tact/diplomacy and an understanding of the local government environment.</p> <p>Full driving license and access to a vehicle.</p>	<p>Membership of an appropriate professional body.</p> <p>Project management qualification.</p>	Application/Interview
Experience		
<p>Substantial experience of leading on the creation and delivery of communications strategies.</p> <p>Substantial experience of leading managing and developing communications, public relations and marketing in the public or private sector.</p>	<p>Experience of crisis communications responses.</p>	Application/Interview

<p>Extensive experience of developing internal and external networks/partnerships to achieve specific objectives.</p> <p>Experience of directing and supporting employees and engaging with elected members.</p>		
<p>Skills and competencies</p>		
<p>Research, analysis and report writing skills.</p> <p>Experience of collaborative, flexible and cross-service partnership working.</p> <p>Excellent team working skills and ability to work effectively with other internal professional teams.</p> <p>Self-motivated with enthusiasm and drive to complete complex projects and achieve results for the Councils and wider community.</p> <p>To have a positive attitude at work and create a positive atmosphere.</p>		<p>Application/Interview</p>
<p>Physical, mental and emotional demands</p>		
<p>Ability to meet deadlines and work accurately under pressure.</p> <p>Resilience and ability to cope with demanding workload and stakeholder pressure.</p> <p>Ability to establish positive relationships with elected members, demonstrating political awareness and sensitivity.</p> <p>Some out of hours working (evening and weekends).</p> <p>Flexible approach to work, able to work at all Alliance locations.</p>		<p>Application/Interview</p>

All applicants with a disability who meet the minimum requirements for the role will be given an interview and will be considered on their abilities.