



Person Specification			
Post title	Senior Communications Officer	Grade	K

To be successful in this role you will need to demonstrate how you meet the criteria below at application & interview stage.

Shortlisting Number	Criteria	Method of assessment
Skills, knowledge, experience		
S1	Extensive professional experience working in a Communications focussed role (PR, journalism, marketing etc)	CV/SS
S2	Proven experience of developing, delivering and project managing engaging and creative communications and marketing projects	CV/SS, I
S3	Ability to understand and absorb complex information and to translate it into easy to understand and engaging content	CV/SS, E
S4	Extensive experience of producing creative, engaging and accessible content in a variety of formats	CV/SS, I, E
S5	Extensive experience of utilising social media and digital communications, including monitoring and evaluation	CV/SS, I
S6	Film production and editing skills	CV/SS, I, E
S7	Evidence of building credible relationships with stakeholders and colleagues	CV/SS, I
S8	Excellent client management skills and the ability to advise appropriately at a various levels within the organisation	CV/SS, I
S9	Ability to work under pressure, prioritise workload, manage time and meet challenging deadlines	I
S10	Knowledge of the public sector agenda and the role and responsibilities of local authorities.	CV/ SS, I
S11	Understanding of the political context and democratic processes	CV/ SS, I
Personal attributes and circumstances		
P1	You must adhere to the “Knowsley Better Together” staff qualities; Integrity, Accountability, Communication and Respect	I

June 2024





Communication		
C1	Excellent written, verbal and interpersonal communication skills	CV/SS, I, E
Qualifications		
Q1	Degree or equivalent (ideally in relevant discipline but relevant experience will be taken into account)	CV/SS, C

CV/SS = Curriculum Vitae/Supporting Statement **A** = Application Form **C** = Certificate **E** = Exercise **I** = Interview
P = Presentation **AC** = Assessment Centre **T** = Test

Where the post involves working with children, in addition to a candidate's ability to perform the duties of the post, the interview will also explore issues relating to safeguarding and promoting the welfare of children, including:

- **Motivation to work with children and young people.**
- **Ability to form and maintain appropriate relationships and personal boundaries with children and young people.**
- **Emotional resilience in working with challenging behaviours.**
- **Attitudes to use of authority and maintaining discipline**

We have a positive attitude to the employment of disabled people and guarantee an interview to those who meet **all** the necessary criteria of the person specification.

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