



PERSON SPECIFICATION

Post	Communications Officer
Reporting to	Principal Advisor for Strategic Communications / Chief Executive
Grade	SCP 12-28
Post Purpose	To increase APSE's social media profile, along with providing support to the Chief Executive and Principal Advisor for Strategic Communications. The role holder will be responsible for writing content, updating and building social media channels, web updates and assisting with press enquiries, press releases and the PR and marketing APSE services.

ATTRIBUTES		E	D	ID
RELEVANT EXPERIENCE	Experience of writing for professional audiences or with experience drawn from further education or academic settings		X	A, I, T
	Experience of web-editing and ability to use or train in the use of related systems		X	A, I

	Experienced in developing and growing social media channels.	X		A, I
QUALIFICATIONS & TRAINING	Ideally educated to degree level or equivalent		X	A
	Excellent communication skills, effective across all stakeholders	X		A, I
	GCSE English 7– 4 (A-C)	X		A
	Committed to further training and self-development	X		A
SPECIAL KNOWLEDGE & SKILLS	Able to create and develop editorial, blogs, articles and marketing content	X		A, I, T
	Excellent knowledge of social media	X		A, I, T
	Able to quickly turn succinct factual information into powerful, meaningful and persuasive content for professional level audiences	X		A, I, T
	Excellent attention to detail and 'Tech Savvy'	X		A, I
	Ability to work off own initiative and work with minimum supervision	X		A, I, T
	Able to prioritise workload and manage deadlines	X		A, I, T
OTHER	Commitment to equality, diversity and inclusive practices in all aspects of employment, customer service and training	X		A
	Able to undertake a limited amount of travelling / limited amount of out of office hours work, for which appropriate compensation will be provided	X		A

ID	How identified	Requirements		
			<i>Type</i>	<i>Number</i>
A	Application Form			
I	Interview	E	Essential	12
T	Test	D	Desirable	3
P	Presentation			