

Person Specification

Post title	Development Officer – Digital Culture	Grade	4
Department	Cultural Services	Post ref	

Competencies	
<i>Please refer to the relevant competency framework for more information about the behaviour descriptors for each competency. All competencies within the relevant framework are applicable to the post and the ones that have prioritised for recruitment are detailed below.</i>	
Competency framework relevant to the post:	Employee Level 1 Assessment
Seeing the big picture: To understand your role in the organisation and how it contributes to council priorities and the services we deliver	Interview
Changing learning and improving: To generate new ideas and suggestions on how to change and improve the way we deliver campaigns and communicate	Interview and test
Communication: Display enthusiasm and positivity when interacting with others	Interview
Team working: Proactively contribute to the work of the whole team. Identify opportunities to share knowledge across the authority and work as one council.	Interview
Delivering value for money and quality services: Take responsibility for the quality of your work and ensure that you maintain high standards consistently.	Interview

Skills	Essential / Desirable	Assessment
Excellent communication skills	Essential	Interview and test
Working effectively as part of a team	Essential	Interview
Providing good customer service	Essential	Interview
Proof reading	Essential	Test
Digital content creation	Essential	Test
Experience as a digital practitioner, photographer videographer or similar discipline.	Desirable	

Knowledge	Essential / Desirable	Assessment
Digital marketing strategies and techniques	Essential	Application Form Interview Test
Digital content development and maintenance	Essential	Application Form Interview
Social media and digital marketing platforms	Essential	
An extensive understanding of the principles of Plain English, accessibility and inclusion	Essential	Application Form Interview Test
Local Government or National Portfolio organisations and how they operate	Desirable	Application Form Interview

Experience	Essential / Desirable	Assessment
Experience of working in a digital or communications role within an arts organisation	Essential	Application Form Interview
Leading, managing, delivering and evaluating digital arts projects	Essential	Application Form Interview
Using e-communications and new media in implementing communications and marketing strategies	Essential	Application Form Interview
Effective budget management	Desirable	Application form Interview
Developing and writing publications for internal and external use	Essential	Application form Interview
Working to tight timescales and with agreed budget limitations	Essential	Application form Interview
Qualifications	Essential / Desirable	Evidence
Level four in arts, media, digital or a related discipline.	Essential	Application form Certificates
Evidence of commitment to own personal and professional development	Essential	Application form Certificates

Additional information / other requirements of the post
<ul style="list-style-type: none"> • The postholder is eligible for casual car user allowance. • The post holder needs to be agile and be able to work around the district at offsite locations. • The employee will be required to work out of normal working hours / attend evening meetings / work weekends and / or bank holidays as part of their role.

Equality Act 2010
<p>The ways in which a disabled person meets the criteria for a post must be assessed as they would be after any reasonable adjustments required had been made.</p> <p>If appropriate, disabled candidates should indicate on the application form if they have needs which should be considered at the shortlisting stage.</p>

Date produced / last amended
May 2026