

Person Specification – Communications Officer

Attributes and qualities required	Essential criteria	Desirable criteria
<p>Personal Impact</p>	<ul style="list-style-type: none"> • Ability to work collaboratively with colleagues at all levels of the business • Confident in providing leadership and direction in the planning and execution of projects • Ability to negotiate with internal stakeholders to accommodate their views while upholding the integrity of the brand 	
<p>Attainments</p> <ol style="list-style-type: none"> 1. Standard of general education 2. Professional / technical education 3. Specialised training 4. Work experience 	<ul style="list-style-type: none"> • Excellent copywriting, editing and proofreading skills • Experience in dealing with media – print, online, broadcast • Track record of developing and executing innovative, creative and impactful communications in a range of formats, with demonstrable results • Proficient IT skills in Microsoft Office • The ability to summarise issues in a clear and concise manner • Experience in building and maintaining relationships with political stakeholders in order to achieve the goals of an organisation 	<ul style="list-style-type: none"> • CIM/CIPR membership or similar • Experience of managing external suppliers and delivering cost efficiency. • Knowledge and understanding of the water sector in England and Wales • Welsh speaker • Experience of mass communication channels e.g. Mailchimp
<p>Attitudes/ Disposition</p> <ol style="list-style-type: none"> 1. Management/Leadership 2. Reliability 3. Decision making 4. Problem solving 5. Flexibility 6. Team working 	<ul style="list-style-type: none"> • Ability to focus competing views within multi-disciplinary working groups to produce clear, customer-friendly communications • Proactive and able to show initiative • Responds to problem-solving with positivity and a 'can-do' approach • Ability to organise and prioritise own time and workload • Self-motivated • Willing to take on responsibility 	

	<ul style="list-style-type: none"> • Ability to work under pressure and to deadlines • Flexible working attitude and willingness to go the extra mile • Team player • Confidence to be proactive and politely robust with potentially challenging stakeholders 	
<p>Special Skills and Aptitudes</p> <ol style="list-style-type: none"> 1. Oral communication 2. Written communication 3. Numerical 4. Interpersonal 	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Excellent interpersonal skills • Good editorial skills, a good eye for design and detail • Ability to understand and convey complex information in a clear way 	
<p>Other Criteria</p> <ol style="list-style-type: none"> 1. Mobility 2. Out of hours work (as appropriate) 	<ul style="list-style-type: none"> • Willingness to travel to stakeholder meetings, which may include overnight stays/out of hours working • Willingness to act swiftly in response to emerging issues and topical debates as and when they occur 	