

**Person Specification & Scoring Sheet**

<b>Job Title</b>	Senior Communications Officer	<b>Band</b>	6
<b>Candidate</b>			

**Top Tip for candidates!** Please use the supporting information section of the application form to provide examples that demonstrate how you meet each of the criteria listed below.

	<b>Essential Criteria</b>	<b>Desirable Criteria</b>	<b>Score</b>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>▪ Degree or equivalent qualification in public relations, communications marketing or journalism or equivalent relevant experience</li> <li>▪ Evidence of Continuing Professional Development</li> </ul>	<ul style="list-style-type: none"> <li>▪ Web site design or graphic design qualification</li> </ul>	
	<ul style="list-style-type: none"> <li>▪ Candidates: Please be aware that you will be asked to present your original qualifications at interview.</li> </ul>		
<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Minimum three years senior professional experience in a communications or marketing environment</li> <li>▪ Experience of dealing with the media and using social media channels</li> <li>▪ Able to work under direction and/or on own initiative and prioritise accordingly</li> <li>▪ Copy writing and proof reading of material for internal and external audiences and writing press releases and response statements</li> <li>▪ Event and campaign management</li> <li>▪ Proven experience of delivering to tight deadlines and working with confidential and sensitive material</li> <li>▪ Experience of dealing with staff at different levels</li> </ul>	<ul style="list-style-type: none"> <li>▪ Over three years relevant experience working within communications or marketing, public relations or media environment</li> <li>▪ Experience of working in the NHS</li> </ul>	

<b>Skills</b>	<ul style="list-style-type: none"> <li>▪ Excellent communication skills – both written and oral and confident communicator with good interpersonal skills</li> <li>▪ Excellent organisational skills and able to prioritise and thorough, methodical and strong attention to detail, self-motivated, resourceful, proactive and innovative with a creative approach to problem solving</li> <li>▪ Computer literate with high level of IT skills</li> <li>▪ Ability to analyse and make judgement on a range of facts and situations and to exercise initiative and work to strict/tight deadlines whilst remaining calm</li> <li>▪ Assertive and able to deal with colleagues, patients and stakeholders at all levels and able to establish positive relationships and mutual respect with people at all levels and deal sensitively with confidential information and to be empathetic</li> </ul>	<ul style="list-style-type: none"> <li>▪ Good presentation skills</li> </ul>	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>▪ Good working knowledge of Microsoft Office</li> <li>▪ Knowledge and understanding of communications and marketing terminology and requirements and press and news and social media</li> </ul>	<ul style="list-style-type: none"> <li>▪ Knowledge and understanding of current Government policy in health</li> <li>▪ Knowledge of Trust policies and procedures</li> <li>▪ Experience of working effectively within a complex multi-site corporate environment</li> </ul>	
<b>Additional</b>	<ul style="list-style-type: none"> <li>▪ Values based</li> <li>▪ Punctual with excellent timekeeping and motivated and resourceful</li> <li>▪ Ability to use own initiative and able to maintain high standards of diplomacy and confidentiality</li> <li>▪ Able to work autonomously or within a team and manage own workload</li> <li>▪ The ability to work consistently and effectively</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ability to work outside normal working hours if required</li> <li>▪ Car user and driving license</li> </ul>	

	<p>even when under pressure and respond to regular interruptions that may change course of work</p> <ul style="list-style-type: none"> <li>Professional appearance and approach and flexible and adaptable</li> </ul>	
<b>WWL Behaviours</b>	<p>When we are:</p> <p><b>4ward Thinking</b> We seek out new and creative way of working to make a positive difference.</p> <p><b>Working together</b> We actively seek opportunities to work in partnership with others</p> <p><b>Accountable</b> We take personal responsibility for ourselves and our actions</p> <p><b>Respectful</b> We recognise that everyone counts and makes a valuable contribution</p> <p><b>Demonstrate Compassion</b> We take time to show kindness and care to others</p>	

<b>Total Score:</b>	
<b>Out of total possible score:</b>	

<b>Comments</b>	<p>Please record here any pertinent comments following interview, particularly details of how the candidate meets, or fails to meet, the requirements of the person specification;</p>
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<b>Scoring Key:</b>	
<ol style="list-style-type: none"> <li>1. Showed multiple clear evidence of a likely lack of competence in relation to the essential criteria</li> <li>2. Showed sufficient negative evidence to be judged lacking in ability in relation to the essential criteria</li> <li>3. Showed more positive than negative evidence of meeting the essential criteria</li> <li>4. Showed clear evidence of meeting the required criteria and some of those in the desirable criteria</li> <li>5. Showed multiple clear evidence of meeting all of the essential and desirable criteria</li> </ol>	
<b>Signature:</b>	<b>Date:</b>
<b>Print name:</b>	<b>Position:</b>