



ADUR & WORTHING
COUNCILS

Person Specification

Authority:	ADC / WBC
Directorate:	Chief Exec
Section:	Comms
Post Title:	Communications Officer (Digital)
Post Number:	42613
Accountable to:	Head of Communications
Management responsibility for:	NA
Authority to liaise with:	Internal/External

Area	Requirements	
Qualifications	Essential	Desirable
	<ul style="list-style-type: none">Journalistic experience	<ul style="list-style-type: none">NCTJ qualified
Knowledge & Experience		
	<ul style="list-style-type: none">Solid understanding of managing a social media presence	<ul style="list-style-type: none">Sound knowledge of central and local government operations
	<ul style="list-style-type: none">Ability to write compelling, clean and concise copy	<ul style="list-style-type: none">Some design experience
	<ul style="list-style-type: none">Proven 'story-teller'	
	<ul style="list-style-type: none">Ability to craft compelling social media message	
	<ul style="list-style-type: none">Understanding of the importance/ implications of posting to social media	

Skills		
Communication/ relationship	<ul style="list-style-type: none"> • Excellent verbal and written skills • Excellent admin, organisational and time management skills 	
Analytical/ judgmental	<ul style="list-style-type: none"> • Confident in using social media analytics tools • Ability to problem solve • Ability to work use initiative • Ability to interpret complex policy issues and communicate these in a compelling way 	
Planning/ organisational	<ul style="list-style-type: none"> • Highly organised and able to prioritise own workload 	
IT	<ul style="list-style-type: none"> • Highly computer literate 	
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Abilities		
Physical		
Mental		
Emotional	<ul style="list-style-type: none"> • Able to support and encourage colleagues • Comfortable working under time pressure and large workload 	
Working conditions / Style		
Other:		
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