



PERSON SPECIFICATION
COMMUNICATIONS OFFICER

Serial	Competence	Essential	Desirable	Evaluation
1	Degree or equivalent in a relevant subject		✓	CV/I
2	Professional marketing qualification		✓	CV/I
3	5 year's employment in marketing communications role(s)	✓		CV/I
4	Experience of designing and/or implementing a marketing and communications strategy	✓		CV/I
5	Experience of website management and email communications	✓		CV/I
6	Experience of social media management	✓		CV/I
7	Experience of public relations and press release writing	✓		CV/I
8	Experience of editing and producing publications		✓	CV/I
9	Experience of event planning and management	✓		CV/I
10	Experience of managing a budget and financial forecasting	✓		CV/I
11	Knowledge of Reserves and Cadets and an understanding of the military volunteer		✓	CV/I
12	Valid Driving Licence	✓		CV/I

Key: CV – Curriculum Vitae I – At Interview

Personal Qualities:

- a. Keen to advance individual skills and personal development.
- b. Ability to prioritise tasks and time manage effectively with recognition of where influence and authority lies and its impact on account activity.
- c. A self-starter with high degree of flexibility and adaptability. Excellent team-working ability.
- d. An enquiring mind with an organised approach to engagement and information management and attention to detail.