

**Personal Specification
Communications Assistant
Ref: N1844**

Criteria	Essential/ Desirable	Application Form/ Supporting Statements/ Interview *
Educated to degree level or equivalent qualification in marketing	Essential	Application Form
Excellent written and verbal communication	Essential	Application form/ Interview
Ability to provide effective administration with attention to detail	Essential	Supporting Statements/interview
Ability to work under pressure, prioritise and plan time effectively to meet tight deadlines	Essential	Supporting Statements/ Interview
Experience of using social media to communicate effectively	Essential	Supporting Statements/ Interview
Experience of using Content Management Systems (CMS) to update websites	Desirable	Supporting Statements/ Interview
Experience of working with design and print agencies	Desirable	Supporting Statements/ Interview
Basic knowledge of design & communication software such as InDesign, Photoshop, Mailchimp or similar	Desirable	Application form/supporting statements
Experience with Digital SLR photography	Desirable	Supporting Statements/ Interview

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- **Application Form** – assessed against the application form, curriculum vitae and letter of support. Applicants will not be asked to answer a specific supporting statement. Normally used to evaluate factual evidence eg award of a qualification. Will be “scored” as part of the shortlisting process.
- **Supporting Statements** - applicants are asked to provide a statement to demonstrate how they meet the criteria. The response will be “scored” as part of the shortlisting process.
- **Interview** – assessed during the interview process by either competency based interview questions, tests or presentation etc.