

**PERSON SPECIFICATION
CREST Communications Director**

Ref: A2721-R

Criteria	Essential/ Desirable	Application Form / Supporting Statements/ Interview *
Ability to lead the design, development and delivery of high-quality communication activities that support an international research community (including magazines, websites and audio and visual materials).	Essential	Application Form/Supporting Statement/Interview
Ability to prepare policy briefings and other evidence resources for policy makers and users.	Essential	Application Form/Supporting Statement/Interview
Experience of liaising with internal and external stakeholders and incorporating feedback into work.	Essential	Application Form/Supporting Statement/Interview
The ability to work co-operatively and flexibly with colleagues and enthuse and motivate others, including those working at other institutions.	Essential	Application Form/Supporting Statement/Interview
Ability to line manage a dedicated communications officer, including supporting professional development and personal growth	Essential	Application Form/Supporting Statement/Interview
Experience of prioritising workloads to deliver projects on time and within budget.	Essential	Application Form/Supporting Statement/Interview
Excellent copywriting skills with close attention to detail.	Essential	Application Form/Supporting Statement/Interview
Experience of undertaking social and behavioural science research.	Desirable	Application Form/Supporting Statement/Interview
Knowledge of new and emerging digital marketing tools and platforms.	Desirable	Application Form/Supporting Statement/Interview
Experience of Content Management Systems (CMS) (e.g. familiarity with WordPress).	Desirable	Application Form/Supporting Statement/Interview
Commitment to undergo further training through operational requirements and personal development.	Desirable	Interview
Currently hold, or be willing to undergo, national security vetting	Desirable	Interview

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- **Application Form** – assessed against the application form, curriculum vitae and letter of support. Applicants will not be asked to make a specific supporting statement. Normally used to evaluate factual evidence eg award of a PhD. Will be “scored” as part of the shortlisting process.
- **Supporting Statements** - applicant 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, presentation etc.

