

PERSON SPECIFICATION - COMMUNICATIONS OFFICER, HEALTHWATCH KIRKLEES AND HEALTHWATCH CALDERDALE

Key for assessment methods

A = Application form

P = Presentation

I = Interview

R = Reference

Attributes	Essential	Desirable
Qualification	<ul style="list-style-type: none"> Qualified to degree level or working towards a professional qualification in marketing and/or communications (A, I, R) 	
Experience	<ul style="list-style-type: none"> Experience of working or volunteering in a marketing role within the past 12 months. (A, I, R) 	<ul style="list-style-type: none"> Experience of providing information/signposting to clients. (A, I, R) Demonstrable recent experience in research techniques. (A, I, R)
Skills and abilities	<ul style="list-style-type: none"> Use of full Adobe suite including InDesign, After Effects and Illustrator (A, I) Experience of using of Microsoft Office and Outlook (A, I) Methodical and creative approach to solving queries Excellent copywriting skills, with experience of writing for a variety of audiences (A, I) Caring individual with excellent communication skills (P, I, R) Ability to monitor and maintain internal information systems. (A, I, R) Ability to work independently, planning and prioritising own workload. (A, R) Numeracy and IT skills for monitoring and analysis of statistics and for checking calculations. (A, I, R) 	

	<ul style="list-style-type: none"> • Ability to work flexibly and creatively with a willingness to suggest and try out new ways of working (A, I, R) 	
Knowledge	<ul style="list-style-type: none"> • Knowledge of digital marketing strategies • Understanding of and commitment to Healthwatch aims principles and values (A, I, R) • Knowledge and understanding of the different needs of the community and how best to communicate with a wide range of people. (A, I, R, P) 	<ul style="list-style-type: none"> • Understanding of the health and social care landscape and issues within it. (A, I, P) • Knowledge of fundraising techniques for charitable organisations (A, I)
Values	<p>Ability to demonstrate, understand and apply our workplace values. These are embedded in all roles and that applicants must evidence these values as part of the application process:</p> <ul style="list-style-type: none"> • We care about others and show this in the way we interact with members of the public, colleagues, volunteers and staff from other organisations. • We work to make sure everyone's voice is heard, including those who are vulnerable or disempowered (e.g. individuals who are unwell, bereaved or disabled) or at difficult points in their lives and who may find it more difficult to share their experience. • We listen carefully to the feedback people give us and treat this information with respect and understanding. • We work flexibly and our team work in creative and innovative ways, to respond to different situations and circumstances. • We are approachable and responsive to others. • We are honest, transparent, independent and answerable. • We champion equitable ways of working. • We challenge those in authority to improve and design better health and social care services 	

	<ul style="list-style-type: none"> • We contribute to making change happen, empowering local people and communities to get the best from health and social care services • We are a learning organisation; we learn from the work we do and support everyone in the team to learn and develop as individuals. 	
Additional factors	<ul style="list-style-type: none"> • Able and willing to travel throughout the district and work across Kirklees and Calderdale (A, I) 	<ul style="list-style-type: none"> • Ability to speak a community language (A, I) • Able to work some unsocial hours. (A, I)