

# WEST MOORS TOWN COUNCIL

## PERSON SPECIFICATION

**Job Title:     Communications Officer**

<b>Qualities</b>	<b>Essential</b>	<b>Desirable</b>
1. Skills and Abilities	<p>Good written communication skills, with the ability to produce engaging and accurate content for social media.</p> <p>Have a good understanding of Social Media and content management tools, focusing on Facebook.</p> <p>Able to organise own work and be confident to take the initiative when required.</p> <p>Have an interest in local government and West Moors.</p> <p>Care about the local community</p> <p>Good ability to use office technology, including mobile technology, such as tablets, mobile phones, laptops etc.</p>	<p>Demonstrate experience of producing engaging content.</p> <p>Advanced knowledge of Facebook and other social media platforms.</p> <p>Able to adapt content for different audiences.</p> <p>Have a good knowledge of Local Government and how it works.</p> <p>Live locally to West Moors</p> <p>Be involved in the local community.</p>
2. Personal Qualities	<p>Able to work alone and in a team.</p> <p>Receptive to change and new ideas.</p> <p>Not post any personal views on social media platforms</p> <p>Be able to approach staff and members of the public with a warm and friendly attitude.</p> <p>Self-reliant, open, honest, and trustworthy.</p> <p>Trustworthy with confidential information.</p>	<p>Capable of anticipating problems and showing the ability to solve them.</p> <p>Ability to create and foster good relationships at all levels.</p>

