

Person Specification

Job title: Communications Assistant

Team: Pensions Development

In order to meet the full requirements of the post, applicants must hold the qualifications specified; have experience in and/or be able to demonstrate competence in the following areas:

Criteria	Essential	Desirable
Qualifications and relevant experience	<ul style="list-style-type: none"> • Five GCSE's at grade C or above including English Language and Mathematics (or equivalents) plus • A minimum 2:2 degree (or other comparable third level qualification) in a relevant discipline (such as marketing, communications or other business-related subject) plus • At least one year's experience of working in a communications or marketing environment. 	<ul style="list-style-type: none"> • English GCSE (or equivalent) at grade B or above
Skills and competencies	<ul style="list-style-type: none"> • Administration and organisational skills: Excellent organisational skills, highly methodical, thorough and excellent attention to detail. The ability to multitask, work to strict deadlines and with conflicting priorities is essential in this busy role. • Communication skills: Excellent command of English language, both spoken and written to enable the post holder to meet the full requirements of the job, which will include delivery of presentations/training. Ability to understand and adapt communications to reflect the needs and experiences of target audiences. • Digital skills: Awareness of using content management systems, familiar with social media platforms and an interest in digital communications and accessibility. • Writing and editing skills: The ability to produce clear, concise and professionally written articles, guides and to explain complex information in a simple way. The ability to proofread and identify mistakes. 	<ul style="list-style-type: none"> • Experience of using content management systems. • Familiarity with website accessibility requirements applicable to public sector bodies.

Criteria	Essential	Desirable
	<ul style="list-style-type: none"> • Creativity and innovation: Creative with a flair for design and a strong knowledge and understanding of effective communications. Willing to explore ways of improving communications and promoting the pension scheme to non-members. • Numeracy, analytical and decision-making skills: Ability to collect and assess data across a variety of digital platforms, analyse and make recommendations. Ability to test on-line pension calculations. Ability to absorb and understand detailed information (such as regulations) and utilise learning to meet full requirements of the role. • Team working and interpersonal skills: Excellent interpersonal skills and ability to liaise with a wide range of people. Able to work well in a small team (e.g. reliable, flexible, supportive) but also work independently and use initiative. • IT skills: Experience of using MS Office products, specifically Word, Excel and Outlook. Willingness and ability to learn to use basic HTML coding and Adobe InDesign. 	<ul style="list-style-type: none"> • Experience of using Adobe Creative Suite (InDesign, Photoshop, Premier Pro etc.) • Experience of HTML coding