

Rushden Town Council

Person Specification – Communications and Engagement officer

Attributes	Essential criteria	Desirable criteria
Education, Qualifications and Training	Good level of general education	Degree or similar level in relative subject
Experience and Knowledge	A minimum of one years' experience in a similar role Excellent communication skills, both written and verbal with experience in writing content for varied channels and audiences Excellent social media management skills including, Facebook, Instagram and Twitter Experience in designing graphics for digital platforms and for print (Adobe or Canva) Strong attention to detail	Experience of E-mail marketing (Mailchimp) Experience of working with content management systems (Web and Apps)
Ability and Skills	Excellent organisation skills and self-motivation. Effective interpersonal skills and the ability to liaise effectively with a wide range of people in order to develop and maintain positive professional relationships and good customer care	

Attributes	Essential criteria	Desirable criteria
Equal Opportunities	Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs.	