

Person Specification – Trust Communication Manager

Category	Essential	Desirable	Method of Assessment
Physical	<ul style="list-style-type: none"> Smart business-like appearance 		Application Form
Qualifications	<ul style="list-style-type: none"> Degree in communications, journalism, public relations or relevant field and or a minimum of 3 years' experience in a similar role, with evidence of study post 16. Grade C or above GCSE English 	<ul style="list-style-type: none"> 	Application Form and Interview
Experience	<ul style="list-style-type: none"> Proven experience creating targeted content Proven success designing and executing marketing and communications strategies and campaigns 	<ul style="list-style-type: none"> Experience in the education sector 	Application Form and Interview
Training	<ul style="list-style-type: none"> Willing to participate fully in all relevant training. 	<ul style="list-style-type: none"> 	Application Form and Interview.
Special Knowledge	<ul style="list-style-type: none"> Strong knowledge of communication practices and techniques. Up to date on industry trends and able to stay ahead of the curve Knowledge of different media channels and websites 	<ul style="list-style-type: none"> 	
Circumstances	<ul style="list-style-type: none"> Able to travel as part of the role Able to work flexibly including some evening work 	<ul style="list-style-type: none"> 	

Disposition	<ul style="list-style-type: none"> • Capable of working well as part of a team as well as independently • Great multitasker and capable of simultaneously managing multiple projects with different deadlines • Having problem solving skills. • Being able to work with all level within the Trust • Show leadership qualities • Excellent interpersonal skills 	<ul style="list-style-type: none"> • 	
Practical and Intellectual Skills	<ul style="list-style-type: none"> • Outstanding written and verbal communication skills • Excellent organizational and project management skills and ability to meet deadlines • Must be able to think analytically and strategically • Having outstanding presentation skills • Analytical • Good IT skills and understanding technology – Microsoft • Resilient • Creativity • Being able to interpret data • 	<ul style="list-style-type: none"> • 	
Legal Requirements	<ul style="list-style-type: none"> • Enhanced Criminal Records Bureau Check. 	<ul style="list-style-type: none"> • 	