

Person Specification

Job Title: Digital Communications Lead

Qualifications	Essential	Desirable
Educated to degree level in a relevant subject or equivalent level of experience of working at a similar level in a specialist area	✓	
Level 2 qualifications in English and Maths	✓	
Willingness and ability to obtain and/or enhance qualifications and training for development in the post.	✓	
Experience		
Experience of managing, designing and developing websites and web content	✓	
Experience of planning, coordinating and producing effective and creative digital communications and marketing for a variety of audiences	✓	
Experience of using and configuring various content management systems	✓	
Experience of planning, implementing, and monitoring digital marketing campaigns	✓	
Management of multiple social media channels on behalf of an organisation		✓
Experience of training staff in managing online content and best practices		✓
Experience of creating items that support digital communications, including video, audio, graphics, and images		✓

Experience of using web analytics software (e.g. Google Analytics)		✓
Experience of redeveloping websites		✓
Skills		
Excellent communication skills, with experience of providing information to a wide range of audiences and an understanding of the special requirements of writing for the web, social media and other digital channels	✓	
Excellent administrative, planning and organizational skills, with the ability to work on several projects at once, often to conflicting deadlines	✓	
Ability to both define strategy and undertake hands-on implementation	✓	
Knowledge of organising website content and defining an information architecture	✓	
Good understanding of current developments in digital technology and social media	✓	
Knowledge of website accessibility guidelines and good practice	✓	
An eye for detail and design and the ability to comply with brand guidelines	✓	
The ability to train and enthuse others in the use of social media and web platforms		✓
Understanding of search engine optimisation		✓
Other		
Full driving license and use of own car for travel (you will be entitled to claim travel expenses)	✓	