

**BRISTOL CITY COUNCIL****PERSON SPECIFICATION**

Job title:	Communications and Events Officer
Bristol grade:	BG9
Managed by:	Digital Engagement Officer
Responsible for:	Apprentice/Placements
Directorate:	Growth and Regeneration
Service area:	Culture & Creative Industries

Preferred assessment method	
A	Application
AC	Assessment centre
I	Interview
PA	Practical assessment
P	Presentation
T	Test

The table below sets out the essential and desirable knowledge skills and aptitude required to do this role.

Essential (MUST HAVE) = minimum skills, qualifications, knowledge and experience required to perform in the role

Desirable (COULD HAVE) = skills, qualifications, knowledge and experience required that will help the jobholder to perform in the role

Requirement - ESSENTIAL	Method
Experience of working in the cultural or creative industries sector.	A, I, P
Experience of website management skills including knowledge of WordPress or equivalent.	A, I, P
Experience of producing and delivering print and digital marketing communications and campaigns, establishing a consistent brand presence on website, social media and events programme content.	A, I, P
Experience in the design, promotion and delivery of successful events.	A, I, P

Experience of measuring success by collecting and reporting performance data using analytics tools and techniques.	A, I, P
Excellent communications skills and experience in presenting information in writing, verbally, graphically and online in an engaging and accessible manner.	A, I, P
Ability to enhance service potential, through a range of marketing and evaluation approaches	A, I, P
Ability to converse with stakeholders and service users and provide complex information and/or advice in accurate spoken English or through a BSL interpreter.	A, I, P
Able to demonstrate knowledge and/or experience of equalities and diversity issues.	A, I, P
Have a working knowledge of Microsoft Office applications or equivalent including the following: Outlook, Word, Excel, Internet Explorer, and have a willingness to learn new applications and technology as appropriate.	A

Requirement – DESIRABLE	Method
Experience in line management; working with apprenticeships, traineeships, placements or support roles.	A
Knowledge of the museum and heritage sector.	A