

**SOUTH WALES FIRE AND RESCUE SERVICE**  
**PERSON SPECIFICATION**

<b>DEPARTMENT</b>	Service Performance and Communications
<b>POST TITLE</b>	Lead Communications, Attraction and Engagement Officer
<b>POST NO</b>	502946
<b>GRADE</b>	11
<b>LOCATION</b>	Fire and Rescue Service Headquarters, Llantrisant

Essential criteria marked in **bold with an asterisk\*** will be used for short-listing purposes. Please ensure you address these requirements in your Application Form (under the '*Experience and Other Information*' section). You should provide clear evidence that demonstrates you meet each area based on your skills, knowledge, experience and abilities relevant to the post.

Where a qualification is highlighted as being an 'Essential Criteria', you will be required to provide a copy of your Certificates with your Application Form.

Factor	Evidence	Essential/ Desirable	How Identified
<b>Qualifications</b>	<b>Educated to minimum HNC/HND level in Communications, PR or Journalism or equivalent or relevant minimum of two years' experience of working in a communications role.*</b>	<b>Essential*</b>	<b>Application &amp; Selection*</b>
	Full driving licence	Essential	Application
<b>Knowledge/ Experience</b>	<b>Experience of dealing with the media locally, regionally and nationally. *</b>	<b>Essential*</b>	<b>Application &amp; Selection*</b>
	<b>A proven track record of undertaking a wide range of communications activities e.g. providing corporate publications. *</b>	<b>Essential*</b>	<b>Application &amp; Selection*</b>
	Ability to identify proactive communications opportunities.	Essential	Selection
	Experience of organising events.	Essential	Selection
	Experience of managing a team.	Desirable	Selection
	Experience of working in the public sector or business to business communications.	Desirable	Selection
The ability to communicate through the medium of Welsh.	Desirable	Application	

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<b>Personal Style</b>	<b>Ability to work under pressure and to strict deadlines across a range of activities and a commitment to deliver high quality work. *</b>	<b>Essential*</b>	<b>Application &amp; Selection*</b>
	<b>Excellent written and verbal communication skills with the ability to communicate effectively to a wide range of audiences. *</b>	<b>Essential*</b>	<b>Application &amp; Selection*</b>
	Ability to consistently project and promote a confident, controlled and focused attitude in highly challenging situations.	Essential	Selection
	Ability to promote and manage diversity and demonstrate a fair and ethical approach in all situations.	Essential	Selection
	Excellent attention to detail.	Essential	Selection
<b>Intrapersonal</b>	<b>Ability to work flexibly, as part of a team. *</b>	<b>Essential*</b>	<b>Application &amp; Selection*</b>
	Commitment to and ability to develop self, individuals and teams to improve organizational effectiveness.	Essential	Selection
	Ability to involve and motivate others both within the Fire and Rescue Service and in the Community.	Essential	Selection
<b>Task</b>	<b>Ability to understand and apply relevant information to make appropriate decisions which reflect key priorities and requirements i.e. ability to research, interpret and analyse complex information.*</b>	<b>Essential*</b>	<b>Application &amp; Selection*</b>
	Ability to adopt a conscientious and proactive approach to work to achieve and maintain excellent standards e.g. ability to work on own initiative and manage own workloads and priorities.	Essential	Selection
	Ability to recognise the potential political impact and implications from a strategic perspective	Desirable	Selection

**This role involves frequent travel between sites throughout the South Wales area. The successful candidate must be able to travel independently.**

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