

SOUTH WALES FIRE AND RESCUE SERVICE

PERSON SPECIFICATION

DEPARTMENT	Service Performance & Communications
POST TITLE	Lead Digital Communications Officer
POST NO	502945
GRADE	11
LOCATION	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
Qualifications	A degree and/or relevant experience working in digital communications. *	Essential*	Application/ Selection*
Knowledge/ Experience	Well-grounded knowledge of website content management, digital communication techniques, social media and relevant platforms. *	Essential*	Application/ Selection*
	Experience, knowledge and understanding of developing Websites and WebContent. *	Essential*	Application/ Selection*
	Practical experience of Microsoft Office Packages including Word, Excel and Outlook.	Essential	Selection
	Experience of managing projects.	Essential	Selection
	Experience of managing a team.	Desirable	Selection
	The ability to communicate through the medium of Welsh.	Desirable	Selection
Personal Style	Proactive in promoting change, and the ability to seek opportunities to promote and improve organisational effectiveness.*	Essential*	Application/ Selection*

	<p>Ability to consistently project and promote confident, controlled and focused attitude in highly challenging situations.</p> <p>Ability to promote and manage diversity and demonstrate a fair and ethical approach in all situations.</p>	<p>Essential</p> <p>Essential</p>	<p>Selection</p> <p>Selection</p>
Intrapersonal	<p>Ability to communicate effectively both orally and in writing to a wide range of audiences. *</p> <p>Commitment to and ability to develop self, individuals and teams to improve organisational effectiveness.</p> <p>Ability to facilitate and motivate cross department teams.</p> <p>Ability to lead, involve and motivate others both within the Fire and Rescue Service and in the Community.</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>	<p>Application/ Selection*</p> <p>Selection</p> <p>Selection</p> <p>Selection</p>
Task	<p>Ability to understand and apply relevant information to make appropriate decisions which reflect key priorities and requirements. *</p> <p>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.*</p> <p>Ability to produce accurate and professional work with an attention to detail</p> <p>Ability to recognise the potential political impact and implications from a strategic perspective</p>	<p>Essential*</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p>	<p>Application/ Selection*</p> <p>Selection</p> <p>Selection</p> <p>Selection</p>

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

