

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

<b>DEPARTMENT</b>	Service Performance & Communications
<b>POST TITLE</b>	Lead Digital Communications Officer
<b>POST NO</b>	502945
<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.

<b>Factor</b>	<b>Evidence</b>	<b>Essential/ Desirable</b>	<b>How Identified</b>
<b>Qualifications</b>	<b>A degree and/or relevant experience working in digital communications. *</b>	<b>Essential*</b>	<b>Application/ Selection*</b>
<b>Knowledge/ Experience</b>	<b>Well-grounded knowledge of website content management, digital communication techniques, social media and relevant platforms. *</b>	<b>Essential*</b>	<b>Application/ Selection*</b>
	<b>Experience, knowledge and understanding of developing Websites and WebContent. *</b>	<b>Essential*</b>	<b>Application/ Selection*</b>
	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
<b>Personal Style</b>	<b>Proactive in promoting change, and the ability to seek opportunities to promote and improve organisational effectiveness.*</b>	<b>Essential*</b>	<b>Application/ Selection*</b>

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Author: W Thomas (Head of Service Performance & Communications)

	Ability to consistently project and promote 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
<b>Intrapersonal</b>	<b>Ability to communicate effectively both orally and in writing to a wide range of audiences. *</b>	<b>Essential</b>	<b>Application/ Selection*</b>
	Commitment to and ability to develop self, individuals and teams to improve organisational effectiveness.	Essential	Selection
	Ability to facilitate and motivate cross department teams.	Essential	Selection
	Ability to lead, 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. *</b>	<b>Essential*</b>	<b>Application/ 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 produce accurate and professional work with an attention to detail	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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