

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

<b>DEPARTMENT</b>	Service Performance & Communications
<b>POST TITLE</b>	Communications, Attraction and Engagement Officer
<b>POST NO</b>	503104
<b>GRADE</b>	7
<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 degree level and/or relevant experience within an associated field i.e. Engagement, Marketing, Public Relations or Media Relations.*</b>	<b>Essential*</b>	<b>Application/ Selection*</b>
<b>Knowledge/ Experience</b>	<b>A proven track record of proactively leading, coordinating and facilitating engagement and communications activities, including events.*</b>	<b>Essential*</b>	<b>Application/ Selection*</b>
	<b>The ability to communicate effectively through the medium of Welsh - please refer to descriptors below.*</b>	<b>Essential*</b>	<b>Application/ Selection*</b>
	Experience of using a wide range of communications and engagement methods i.e. social media, media liaison, websites, intranet and hard copy documentation/resources.	Essential	Selection
	Practical experience of Microsoft Office Packages including Word, Excel, PowerPoint and Outlook.	Essential	Selection
	An understanding of promotional campaigns and all associated messaging.	Essential	Selection

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<b>Personal Style</b>	<p><b>Experience of producing communications which incorporate inclusion, equality and diversity.*</b></p> <p>Ability to work on own initiative in a demanding and changing environment.</p> <p>Ability to maintain a confident and resilient attitude in highly challenging situations.</p>	<p><b>Essential*</b></p> <p>Essential</p> <p>Essential</p>	<p><b>Application/ Selection*</b></p> <p>Selection</p> <p>Selection</p>
<b>Intrapersonal</b>	<p><b>Experience of establishing relationships with a range of stakeholders and the ability to proactively collaborate with these to share information, resources or support.*</b></p> <p>Ability to communicate effectively both orally and in writing to a range of different audiences.</p> <p>Ability to lead, involve and motivate others both within the Fire &amp; Rescue Service and in the community.*</p>	<p><b>Essential*</b></p> <p>Essential</p> <p>Essential</p>	<p><b>Application/ Selection*</b></p> <p>Selection</p> <p>Selection</p>
<b>Task</b>	<p><b>Ability to create and implement effective plans in line with organisational objectives.*</b></p> <p>Experience of problem solving and working to competing deadlines.</p> <p>Ability to adopt a conscientious and proactive approach to work to achieve and maintain excellent standards whilst meeting evolving deadlines.</p>	<p><b>Essential*</b></p> <p>Essential</p> <p>Essential</p>	<p><b>Application/ Selection*</b></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.**

<p><b>LEVEL THREE DESCRIPTORS</b></p> <p>Competence in a broad range of factual, persuasive and expressive language tasks performed in a variety of contexts. Most language tasks require decision making to select appropriate language. The individual is expected to</p>	<p><b>LEVEL DESCRIPTORS FOR WELSH ESSENTIAL POSTS</b></p>
	<p><b>Speaking and Listening</b></p> <ul style="list-style-type: none"> <li>• Obtain information about key tasks by questioning and listening</li> <li>• Convey information about key work tasks to internal and external colleagues in Welsh</li> <li>• Obtain personal and work related information from a variety of oral sources such as conversations, radio and television</li> <li>• Can deal with enquiries effectively</li> <li>• Can chair and facilitate meetings in Welsh</li> </ul>

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<p>be able to combine and recombine language elements to accomplish key work tasks.</p> <p>Equivalent Qualification: Canolradd (WJEC) (Welsh Learners Exam)</p>	<ul style="list-style-type: none"> <li>• Deliver simple prepared semi-structured presentations</li> <li>• Give and seek instructions and guidance to achieve key work tasks</li> <li>• Contribute to routine business discussions</li> <li>• Able to follow a conversation or discussion on a professional level and discuss general work related topics in order to convey information or describe an opinion</li> <li>• Present a basic verbal argument for and against a given topic</li> </ul>
	<p><b>Reading</b></p> <ul style="list-style-type: none"> <li>• Able to obtain specific work related and personal information from sources such as articles, simple reports and other professional documents</li> <li>• Obtain information and opinions from a variety of texts</li> </ul>
	<p><b>Writing</b></p> <ul style="list-style-type: none"> <li>• Able to write formal and informal letters, memos and complete forms with a range of factual information and opinion relevant to the post, to both internal and external colleagues</li> <li>• Create simple semi-structured presentations and supporting documents for internal and external colleagues</li> <li>• Create written resources to ascertain and record opinion</li> <li>• Create basic written arguments</li> </ul>

