

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

<b>DEPARTMENT</b>	Service Performance & Communications
<b>POST TITLE</b>	Multimedia Development & Support Officer
<b>POST NO</b>	NU115
<b>GRADE</b>	Grade 8
<b>LOCATION</b>	South Wales Fire & Rescue Services Headquarters

Within the Additional Information Section on the Application Form, it is important that you **address each of the Criteria highlighted and marked with an Asterisk\*** on the Person Specification below. Within the Application Form we will also need to be able to identify that you have any Essential Qualifications recorded on the Person Specification.

<b>Factor</b>	<b>Evidence</b>	<b>Essential/ Desirable</b>	<b>How Identified</b>
<b>Qualifications</b>	<p><b>Educated to minimum HNC/HND Level 4 or 5 qualification in any of the following: Digital Media/Digital Media Production, Social Media Content Creation/Production, Digital Marketing &amp; Social Media, Multimedia Design or Graphic Design</b></p> <p><b>OR</b></p> <p><b>relevant experience of working in a similar content creation role*</b></p>	<b>Essential*</b>	<b>Application &amp; Selection*</b>
<b>Knowledge/ Experience</b>	<b>Practical experience of working with Adobe Creative Suite Applications (including Photoshop, After Effects and Premier Pro), OR iMovie, Canva and other creative packages*</b>	<b>Essential*</b>	<b>Application/ Selection*</b>
	<b>Experience of capturing and editing still images, audio and video for online content and promotion*</b>	<b>Essential*</b>	<b>Application/ Selection*</b>
	Experience and knowledge of developing digital graphics and awareness of platforms.	Essential	Selection

	Practical experience and good knowledge of Microsoft Office packages i.e., Outlook, Word, Excel, and PowerPoint.	Essential	Selection
	Ability to speak Welsh.	Desirable	Application
<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/ Selection*</b>
	Ability to embrace and value diversity and demonstrate a fair and ethical approach in all situations.	Essential	Selection
	Ability to work on own initiative in a demanding and changing environment.	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>
	Ability to work flexibly, as part of a team.	Essential	Selection
	Ability to work effectively with others within the Fire & Rescue Service and external agencies.	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.	Essential	Selection
	Ability to create and implement effective plans in line with organisational requirements.	Essential	Selection

**Please note that this vacancy involves some travel throughout the South Wales area and also can involve working outside in adverse conditions.**

