

**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>Experience of using a range of communications and engagement methods i.e., social media, events, media liaison, websites, intranet and hard copy documentation/resources. *</b>	<b>Essential*</b>	<b>Application/ Selection*</b>
	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
	The ability to communicate effectively through the medium of Welsh.	Desirable	Selection

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

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

