Person Specification

Post: Communications and Engagement Manager

Essential Criteria	Please provide evidence against how you meet each criterion in the appropriate box on the application form:
	Education/Training
One	Relevant degree or equivalent*
	Experience
Two	3 years' experience in a significant leadership role managing the strategic and operational activity of a marketing and communications team to deliver on corporate objectives
Three	Experience of developing, implementing and evaluating the impact and effectiveness of strategic marketing and communications plans and providing management metrics
Four	Experience of public and media relations, including managing enquiries, the relationship with the media, and proactive and reactive stakeholder engagement
Five	Experience of monitoring social and news channels, identifying and recognising potential issues and ensuring appropriate actions are taken to maintain understanding and brand reputation
Six	Experience of providing marketing analysis and metrics to support management decision-making
Seven	Experience of supporting senior management in preparation, training and rehearsals for committees and media events
	Skills/Knowledge
Eight	• Excellent communication skills and the ability to motivate others and build strong working relationships • Ability to be self-motivated, prioritise and deliver under pressure • Developing and mentoring staff to maximise creativity and potential
Other	Access to a form of transport which will allow the post holder to fulfil the duties of the post

**The selection panel will determine if an applicant's qualification is equivalent based on its relevance to the job.*

CCEA reserves the right to enhance these criteria for the purposes of shortlisting. Any enhancements to the criteria will be applied equally to all candidates.

Please note that the successful applicants will be expected to work out of hours on a rota basis to support communications and media enquiries.