



Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

Job title: Communications Officer

Department/Division: Management

Accountable to: Communications Manager

Competency	Criteria	E/D
Knowledge and experience	Experience of working in a communications or direct marketing role	E
	Experience of delivering a communications plan to a high standard, and writing compelling content that underpins organisational objectives	E
	Excellent editorial instincts, with the ability to interpret information and know what makes a story newsworthy	E
	Experience of utilising social media channels (e.g. Twitter, Facebook and LinkedIn) to effectively engage audiences	E
	Excellent IT skills, including MS Office applications and web editing.	E
	Educated to degree level (or equivalent)	D
	Experience of working in the Higher Education (HE) sector	D
Communication	Outstanding written communication skills, with the ability to convey complex information to different audiences.	E
	Excellent proof-reading skills and high attention to detail	E
	Excellent interpersonal and oral skills	E
Teamwork and motivation	The ability to work collaboratively and effectively with others to meet shared goals, with limited supervision	E
	The ability to work on own initiative and manage own deadlines, whilst maintaining positive and supportive working relationships with others	E
Liaising and networking	The ability to liaise effectively and build positive working relationships with people at all levels, both within and outside LSE	E



	The confidence to represent the Department as an ambassador to external and internal stakeholders with professionalism	E
Service delivery	The ability to provide a high standard of service, acting with tact and diplomacy where necessary	E
	The ability to communicate accurate information	E
Planning and organising resources	Excellent planning and organisational skills with the ability to develop robust administrative systems	E
	The ability to manage a busy and varied workload and to prioritise effectively, meeting tight deadlines	E
Initiative and problem solving	A proactive approach, with the ability to use initiative in problem solving and resolving urgent communications issues	E
	Ability to work effectively and accurately under pressure	E
Investigation, analysis and research	An innovative approach to work, with the ability to collate and analyse data to make recommendations for improvements	E
	Ability to evaluate projects	D

E – Essential: requirements without which the job could not be done.

D – Desirable: requirements that would enable the candidate to perform the job well.