



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: CPEC Senior Communications Officer

Department/Division: Care Policy and Evaluation Centre
Accountable to: CPEC Centre Manager

Competency	Criteria	E/D
Knowledge and Experience	Educated to degree level or equivalent professional development	E
	Experience of working in a communications or research dissemination role	E
	Understanding of knowledge exchange and impact approaches such as networking, engagement activities, communication to professionals and the public	E
	Experience of outreach and marketing	E
	Good understanding of the Higher Education research impact agenda	D
	Awareness of knowledge mobilisation theories and ways in which they can be operationalised	D
	Interest in care policy, practice and research	E
	Experience of event organisation and speaker liaison	E
	Excellent working knowledge of Microsoft Office (inc Outlook, Word, Access, Excel, PowerPoint).	E
Communication	Excellent communication skills with the ability to write and edit for a range of purposes, styles and audiences, such as: <ul style="list-style-type: none">• writing for a website, blogs and promotional materials• writing reports• writing newsletters or marketing materials	E
	Experience of having actively promoted the research, services or activities of an academic/research body to others	D
	Ability to interpret and identify key results from research evidence and summarise in plain language	E



	Proven track record of using social media effectively in a professional context	E
Teamwork and Motivation	Evidence of being self-motivated, proactive and able to work independently with limited supervision	E
	Effective partnership working and inter-personal skills	E
	Ability to proactively encourage communications activities, identify opportunities to achieve shared objectives and put forward ideas to colleagues	E
Planning and Organising Resources	Proven experience of working to tight and often conflicting deadlines, planning own workload and prioritising multiple tasks while maintaining attention to detail	E
	Capacity to develop and deliver strategy and action plans that take forward agreed priorities	E
Service delivery	Ability to be creative, strategic and flexible in carrying out responsibilities relevant to the role	E
	Ability to provide a high standard of service and to provide information accurately and promptly to internal and external colleagues	E
Liaison and Networking	Experience of building and developing networks with internal and external contacts	E
	Ability to facilitate interviews and communication between researchers and journalists	D
Initiative and Problem Solving	Demonstrated ability to show initiative in responding to requests by providing information without supervision in a prompt and efficient manner	E
	Evidence of anticipating problems that may arise and showing initiative and creativity in solving them, alongside the ability to recognise when a problem should be referred	E
Analysis and Research	Experience of gathering, collating and analysing data and information from a range of sources	E
	Experience of making recommendations based on research findings	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.