

## Communications Director Person Specification

Attributes	Essential	Desirable	Method of Assessment
<b>Relevant Training &amp; Education</b>	Qualification or equivalent experience in social media, and online engagement.	Evidence of having completed formal training.	A ,Q
<b>Relevant experience</b>	In sympathy with the aims and purpose of the Methodist Church.	Understanding of the workings of Methodism.	A,I
<b>Proven abilities</b>	IT literate, proven ability to use Microsoft Office packages (Excel, Outlook, Word).		A, I, P
	Demonstrate capacity to develop and implement a communications strategy in a geographically dispersed context.		A, I, P
	Ability to develop social networking websites.		A, I
	Experience of developing and offering training packages.		A, I
	Experience in building links with the media.		A, I
<b>Skills and Competencies</b>	Good interpersonal and social skills.	Ability to relate to a wide range of people.	A, Q
	Excellent written and oral communication skills.		A I
	Working knowledge of Zoom conferencing, Facebook, Twitter, Instagram, Tiktok, Cloud computing		A, I
<b>Special Knowledge and Expertise</b>	Prepared to work irregular hours as necessary including weekends.	,	A I
	An understanding of confidentiality and information sharing.		A, I

<b>Personal Qualities</b>	Professional and positive approach, with a commitment to professional development and self-improvement.	The ability to drive a car	A, I
	The ability to develop constructive working relationships.	Able to work in a team environment.	A, I
	Ability to set and work to goals and deadlines without direct supervision		A, I
	Ability to exercise discretion and retain a high degree of confidentiality.		A, I
	Excellent organisational skills		A, I

**Method of Assessment**

A – Application Form,      I – Interview      Q – proof of qualification (certificates or transcripts)  
P – Presentation