

PERSON SPECIFICATION – Events & Communications Officer

1. Qualifications & Training

Criterion	Essential / Desirable	How this would be evidenced
Good general education including English & Maths	Essential	Certificates; application details
Strong written English skills	Essential	Quality of application form, examples of work
Willingness to undertake relevant training (H&S, safeguarding, GDPR, local government)	Essential	Stated in application; interview discussion
Qualification in communications, marketing, events, PR or journalism	Desirable	Certificates; CV/application
Training in social media, CMS, design or content creation	Desirable	Certificates or examples; CV/application
Training in local government administration	Desirable	Certificates; membership records (e.g., SLCC)

2. Experience

Criterion	Essential / Desirable	How this would be evidenced
Experience organising/supporting public/community/civic events	Essential	Application evidence; examples of past events; interview
Experience producing communications (newsletters, press releases, web/social content)	Essential	Portfolio links; examples; application
Experience handling public enquiries	Essential	Application; references

Experience maintaining administrative/digital records	Essential	Application; interview scenarios
Experience in a parish/town council, charity or community sector	Desirable	Application; references
Experience working with councillors, volunteers or community partners	Desirable	Application; interview
Experience creating marketing materials or digital content	Desirable	Portfolio examples; application
Experience managing organisational social media accounts	Desirable	Links to accounts; examples; interview
Experience liaising with local media or drafting press releases	Desirable	Portfolio examples; application

3. Knowledge & Understanding

Criterion	Essential / Desirable	How this would be evidenced
Understanding of the role of parish/town councils	Essential	Application statement; interview questions
Understanding of GDPR and confidentiality	Essential	Application; interview discussion
Awareness of event Health & Safety, safeguarding, risk assessment	Essential	Application; interview; previous training
Knowledge of accessible and professional communication standards	Essential	Quality of written application; examples
Knowledge of committee processes and report writing	Desirable	Application; sample reports (if requested)
Knowledge of event licensing (TENs, road closures, entertainment licences)	Desirable	Application; interview

Understanding of branding and engagement in a public-sector context	Desirable	Application; examples of past work
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4. Skills & Abilities

Criterion	Essential / Desirable	How this would be evidenced
Excellent written and verbal communication	Essential	Application quality; interview performance
Strong organisational and time-management skills	Essential	Application examples; interview scenarios
Confident IT user (Microsoft Office, email, calendar systems)	Essential	Application; interview; potential tasks
Ability to work independently and within a small team	Essential	Application examples; interview responses
Ability to build positive relationships with councillors, public and partners	Essential	Application; interview; references
Calm and professional under pressure (e.g., events)	Essential	Application; interview scenarios; references
Ability to produce engaging promotional content	Essential	Portfolio; examples; application
Ability to use design, scheduling or video tools	Desirable	Portfolio; application; practical task (optional)
Ability to gather data and produce evaluation reports	Desirable	Application; examples; interview
Photography or videography skills	Desirable	Portfolio samples

5. Personal Attributes

Criterion	Essential / Desirable	How this would be evidenced
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Community-focused with commitment to civic life	Essential	Application statement; interview
Professional, reliable and able to represent the council positively	Essential	Interview; references
Flexible to work evenings/weekends for council events	Essential	Application; interview confirmation
Creative, proactive and adaptable	Essential	Application examples; interview
Commitment to equality, diversity and inclusion	Essential	Application; interview
Commitment to safeguarding responsibilities	Essential	Application; interview
Willingness to undertake CPD	Essential	Application; interview

6. Other Requirements

Criterion	Essential / Desirable	How this would be evidenced
Ability to attend sites/venues around the parish	Essential	Application; interview
Willingness to work within council policies, Standing Orders and Codes of Conduct	Essential	Application; interview
Ability to represent the council professionally at events	Essential	