

CASS THE CARERS ASSOCIATION

PERSON SPECIFICATION

Title of post: Communications Officer

This specification lists the skills, knowledge and experience required for this post. The selection process will be based on these criteria and your application will be assessed to see if it meets the requirements of the post.

	Essential	Desirable	Method of Assessment
Background and knowledge	<p>Understanding of health / Social Care.</p> <p>Understanding of family caring issues</p> <p>Knowledge of databases and information systems</p>	<p>Knowledge of relevant Legislation</p> <p>Knowledge of the third sector</p> <p>Background in giving and receiving information and support via the telephone and in person</p> <p>Knowledge of the geography of Southern Staffordshire</p>	<p>Application form / interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p>
Experience	<p>Experience of monitoring/evaluation work and analysing data and outcomes</p> <p>Experience of working with databases</p> <p>Experience of producing leaflets and other publications</p> <p>Experience of providing an information service in some capacity</p> <p>Experience of working with members of the public</p>	<p>Experience of producing press releases and liaising with the media</p>	<p>Application form</p> <p>Application form/interview</p> <p>Application form / interview / presentation</p> <p>Application form/interview</p> <p>Application form / interview</p>

	<p>Experience of maintaining websites</p> <p>Using social media for promotional purposes</p> <p>Training/presentation skills</p> <p>Experience using social network tools, email campaigns and online marketing to raise awareness of the Organisation</p>	<p>Experience of developing websites</p>	<p>Application form / interview</p> <p>Application form / interview</p> <p>Application form / presentation</p> <p>Application form/interview</p>
<p>Particular Skills and abilities</p>	<p>Excellent I.T. skills – Microsoft Office, web site designer package, Wordpress, Photoshop</p> <p>Ability to work on own initiative and part of a team</p> <p>Full driving license and own transport</p>	<p>Desk top publishing</p> <p>Good time management skills</p>	<p>Application form/ interview</p> <p>Application form</p> <p>Application form</p>
<p>Other factors</p>	<p>An understanding of the importance of maintaining confidentiality and the willingness to work within CASS' aims, principles and policies e.g. Equal Opportunities</p>		<p>Interview</p>