**Person Specification**

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| POST REF NO: |  |  |
| JOB TITLE/BAND:  | COMMUNICATIONS AND ENGAGEMENT MANAGER/AFC BAND 6 |  |
| **LOCATION:** | **COMMUNICATIONS AND ENGAGEMENT DEPARTMENT, NINEWELLS HOSPITAL, LEVEL 10** |  |
| **HOURS:** | **37** |  |

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| **CRITERIA** | **ESSENTIAL** | **DESIRABLE** | **METHOD OF EVALUATION** |
| **EXPERIENCE:** | * Previous experience in a communications field such as corporate communications, public relations, media, marketing, public and community engagement.
 |  | Previous posts – job application |
| **QUALIFICATIONS:**(Training; Research; Publications) | * A relevant degree or equivalent experience
 |  | Job application |
| **KNOWLEDGE & SKILLS:** | * Recent experience in a media, communications, public relations, stakeholder engagement role in a complex environment
* Good relationships with regional and national media contacts
* Ability to provide advice in areas of expertise to members of staff at all levels across NHS Tayside
* Excellent written, verbal and presentation skills
* Experience of producing information for a wide range of stakeholders including the public in various formats eg newsletters, leaflets, brochures, films

 * Experience of website, intranet development and social media and content management
* Ability to synthesise complex information from a variety of sources
* An ability to brief people clearly and succinctly in preparation for media interviews
* Ability to communicate effectively and confidently with all levels of staff, external agencies and the general public
* Good working knowledge of Microsoft Office, in particular MS Word. Excel and Powerpoint.
* Good working knowledge of design software and platforms packages (e.g. Adobe Creative Suite, Canva, Mailchimp).
 | * Experience of supporting communications projects in the public sector
* Experience of delivering successful external communications campaigns, including PR and marketing
* Hands-on skills in  related disciplines, such  as videography,  photography, print and  design.
* Experience of advising on public engagement and/or community engagement activities through to implementation
* Experience of supporting internal communications
* Experience of delivering effective staff engagement strategies
* Experience of supporting high profile VIP visits and media launches/press calls
* Ability to create high quality compelling communications campaigns in a variety of media (traditional, digital/social media, specialist)
* Dealing with the media in a crisis / emergency, writing appropriate media responses /statements for approval at a senior level
 | Job application/Interview |
| **PERSONAL QUALITIES:** | * Ability to engage effectively and enthusiastically with staff at all levels
* Capacity to handle many projects simultaneously and meet strategic objectives and deadlines
* Prepared to work as a member of the team and on own initiative.
* Ability to work well under pressure in a busy environment
 |  | Pre-interview submissions and interview |
| **OTHER:**(eg travel across Tayside) | * Ability to travel across NHS Tayside and other organisations in Tayside and Scotland
* Participation in on-call rota as per business needs
 |  | Interview |