

## Person Specification

<b>Job Title</b>	Information Officer	<b>Req No</b>	
<b>Prepared by</b>	Sarah Kettlewell	<b>Date</b>	01/05/2022
<b>Essential Criteria – Vital requirements for the post holder</b>			
<b><u>Relevant Experience:</u></b>			
<p><u>Experience of managing communications within a relevant organisation and working in partnership with other organisations</u></p> <p>Experience of developing, maintaining and writing high quality website content            Develop and manage copy for digital media channels            Copywriting and editing for web, newsletters, leaflets and corporate documents            Working with graphic designers, printers, photographers and film makers            IT Software packages including Graphic Design Software</p>			
<b><u>Qualifications/training:</u></b>			
Relevant degree or equivalent			
<b><u>Special Knowledge:</u></b>			
Excellent written and oral communications skills Excellent creative skills and ability to identify communication opportunities A talent for art work and design			
<b><u>Disposition/attitude:</u></b>			
Eye for detail and implementing design guidelines			
<b><u>Practical/intellectual:</u></b>			
Ability to be self reliant and work without supervision Ability to engage with team members to proactively extract and develop stories from their work Political awareness, tact and diplomacy			
<b><u>Physical Requirements:</u></b>			
N/A			
<b><u>Additional Requirements:</u></b>			
Car driver and access to personal transport			
<b>Desirable Criteria – Additional requirements relevant to the post</b>			
Experience of using Word Press CMS and Google Analytics Interest in protected landscapes, conservation or wildlife			