

Communications and Engagement Officer Person Specification



	Selection criteria (Essential)	Selection criteria (Desirable)
Education and Qualifications	Educated to degree level or equivalent in relevant subject or equivalent experience.	
Experience	<p>Proven track record of strategic marketing, communications, and creative storytelling, across a wide range of communications disciplines (PR, media, events, web, social media, publicity materials).</p> <p>Experience of engaging diverse communities and audiences through communications, projects and event management.</p>	<p>Experience of working in or with the arts and culture sector.</p> <p>Experience working in the horticulture, agriculture or environment sectors.</p> <p>Experience of working in a political environment.</p> <p>Experience of joining a complex and high-profile project in its early stages.</p>
Skills and Abilities	<p>Excellent creative and storytelling skills with the ability to develop innovative and effective communications content.</p> <p>Excellent copywriting skills and attention to detail, with ability to adapt style to suit different communication channels and audiences.</p> <p>Proficient in creating, curating and scheduling content for a number of</p>	Digital and audio editing skills an advantage.

	<p>digital and social platforms (Twitter, Tik Tok, Instagram and Facebook).</p> <p>Excellent time management and organisational skills with the ability to deal with a demanding and varied workload, managing competing deadlines under pressure and to switch priorities at short notice.</p> <p>Ability to work with others using persuading, negotiating and influencing skills.</p> <p>Flexible, resilient, entrepreneurial, happy to work in a changing environment and adapt as the project evolves.</p>	
Knowledge	<p>Excellent knowledge of current best practice and the latest thinking in relation to communications and marketing practice.</p>	<p>Knowledge of the law as it relates to digital media and reporting, health and safety and data protection.</p> <p>Knowledge of key journalists, bloggers and opinion formers interested in the areas of agriculture, horticulture, environment, social development and health.</p> <p>Knowledge of brand and website development an advantage.</p>
Personal Qualities	<p>Flexible, adaptable and solution focused approach to work.</p> <p>Strong inter-personal skills, able to interact and work with people from diverse backgrounds.</p>	<p>An inventive spark – we support innovation and learning at Northern Roots.</p>

	<p>Good organisational skills, proactive, and an ability to take the initiative.</p> <p>Highly collaborative, team player.</p> <p>Able to work outside normal working hours, including occasional evenings and weekends.</p> <p>Ability to complete work within deadlines to a high standard of finish.</p>	
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