Person Specification: HEAD OF COMMUNICATIONS

Please highlight how you meet the selected person specification by completing the table below and submit alongside your CV and covering letter.

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| --- | --- |
| **Skills and Abilities** | **Evidence/Experience** |
| Exceptional communication skills – both written and verbal |  |
| Accurate self-awareness to adjust communication styles to different audiences |  |
| Understanding and commitment to diversity, inclusion and equal opportunities |  |
| Ability to work under pressure, and to balance conflicting demands and meet tight deadlines |  |
| Proven use of IT systems and high level of competency in the use of MS Office  |  |
| Ability to use camera and video equipment to a strong level |  |
| Ability to explain ideas/concepts in a clear and evidenced way |  |
| Well-developed time management skills |  |
| Ability to create and commit to personal development plan |  |
| Strong written and oral presentation skills  |  |
| A clear UK driving license and ability to use own car to travel to meetings is needed for this role – *a ‘yes’ or ‘no’ response is only needed* |  |
|  |  |
| **Knowledge** |  |
| Strong understanding of Wordpress CMS and the ability to discuss development needs and website structure with external developers |  |
| Knowledge of live streaming events and event media management |  |
| Understanding of digital advertising strategy and processes |  |
| **Proven Experience** |  |
| Previous experience in communications during Olympic and Paralympic or similar high profile events |  |
| Previous experience in leading internal communications team activity and satisfying external stakeholders’ requirements |  |
| **Personal Disposition** |  |
| Solution and outcome focussed |  |
| Passion for self-development  |  |
| Passion for sport, physical activity and Physical Education |  |
| Strong desire to excel at whatever task is at hand |  |
| Adaptable and flexible interpersonal style to help build collaborative working relationships  |  |
| Personal integrity and the ability to invoke trust and respect from others |  |
| Self-motivated and personally accountable for own performance  |  |
| Resilient, particularly in response to failure or challenge |  |