

## PERSON SPECIFICATION

**Job title:** Senior Strategic Communications Officer

**Department:** Communications







The person specification sets out the essential and desirable knowledge, experience, and skills required for this role. The competency-based selection process will look for evidence that you meet the criteria and core behaviours described below.

Stage assessed at: A/F=Application Form, A= Assessment, I=Interview

AREA	CRITERIA	A/F	A	I
<b>1. Knowledge, training and qualifications</b>	<b>Essential</b>			
	<ul style="list-style-type: none"> <li>Knowledge and understanding of current political environment and key issues in nursing, health and social care issues</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Educated to degree level or equivalent and/or holding a relevant professional qualification in Communications or a related subject</li> </ul>	✓		
	<b>Desirable</b>			
	<ul style="list-style-type: none"> <li>Experience of working in a membership organisation</li> </ul>	✓		
<b>2. Experience</b>	<b>Essential</b>			
	<ul style="list-style-type: none"> <li>Experience of planning, managing, delivering and evaluating strategic communications projects including defining key messages and project milestones</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Experience of working on UK-wide brand/political/behaviour change campaigns and/or communications projects</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Experience of using evaluation tools and reporting on performance of communications and campaigns activity against objectives</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Experience of using data and insights in communications planning</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Experience of delivering digital content for strategic communications and campaigns</li> </ul>	✓		✓
	<ul style="list-style-type: none"> <li>Experience of delivering film, audio, visual data and graphics content for strategic communications and campaigns</li> </ul>	✓		✓

AREA	CRITERIA	A/F	A	I
	<b>Desirable</b>			
	<ul style="list-style-type: none"> <li>Line management experience</li> </ul>	✓		✓
<b>3. Skills</b>	<b>Essential</b>			
	<ul style="list-style-type: none"> <li>Excellent oral and written communication skills, including ability to adapt style to suit different audiences and to write on behalf of others</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Ability to research and produce high quality content to an excellent standard for a range of channels and audiences</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Proven project management skills, working with internal and external stakeholders to deliver high quality outcomes within deadlines</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Good analytical skills to assess information and situations in order to achieve an appropriate solution/approach</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Excellent skills in assimilating, analysing, verifying and evaluating complex information from research, statistical data and political intelligence to produce content</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Ability to present in a confident and engaging manner</li> </ul>	✓	✓	✓
	<ul style="list-style-type: none"> <li>Ability to build relationships with colleagues and stakeholders</li> </ul>	✓		✓
<b>4. Other requirements</b>	<b>Essential</b>			
	<ul style="list-style-type: none"> <li>Ability to travel, with occasional overnight stays as required which may include attendance at the RCN's annual week-long Congress</li> </ul>	✓		✓
	<ul style="list-style-type: none"> <li>Demonstrates a commitment to continuing professional development</li> </ul>	✓		✓

The RCN Core Behavioural Competency Framework informs the key behaviours our employees need to demonstrate in their roles.

<p><b>Inspire others to greater heights</b></p>  <p>Be passionate about developing yourself and others and push yourself beyond your comfort zone</p>	<p><b>Value those around you</b></p>  <p>Prize diversity and deal fairly and consistently with people while recognising individual differences</p>	<p><b>Show passion for our services</b></p>  <p>Have members' and customers' interests at the heart of everything you do and go out of your way to manage &amp; exceed their expectations</p>	<p><b>Build outstanding relationships</b></p>  <p>Lead and contribute to your teams success and collaborate with people around you &amp; those beyond your immediate team</p>	<p><b>Get to the heart of the business</b></p>  <p>Have the business interests of the RCN at the forefront of all you do and seek out opportunities to develop your business know-how</p>	<p><b>Stay one step ahead</b></p>  <p>Be inquisitive, think differently and embrace opportunities for change, helping others to adapt and encouraging new ideas</p>
Use the strengths of those around you to maximum effect	Challenge unacceptable behavior where it exists	Demonstrate pride in the RCN and passion for its services	Understand how your team impacts on others	Learn all aspects of the business with enthusiasm	Improve how things are done
Take personal ownership of all that you do	Treat everyone with respect regardless of their position	Ensure all you do has a benefit to members and customers	Focus on your team's primary goals	See yourself as a shareholder in the RCN	Adapt enthusiastically to change and different ways of working
Persist in the face of difficulties and overcome obstacles	Recognise the benefit of different viewpoints	Empower members and customers to help them become more involved	Share knowledge within your team and across other teams	Generate viable opportunities to help the RCN grow and develop	Tackle unfamiliar situations with confidence
Articulate your views and be open to others' opinions	Communicate openly and actively listen to those around you	Stay calm and focused when dealing with challenging situations	Support and help those around you	Work within tight timescales when needed	Help others to respond positively to change
Coach others and share your expertise	Treat everyone fairly and consistently	Go the extra mile	Demonstrate pride in your team and its work	Prioritise work to respond to urgent needs	Be prepared to do things differently & learn from mistakes
Trust those around you to do their jobs	Encourage mature discussion of differences	Build strong partnerships with outside agencies	Plan projects to involve key people from the start	Show efficiency and value in your use of resources	Adapt your thinking according to the needs of the situation
Seek feedback and learn from what you hear	Be approachable and give time to others	See a task through to the end	Identify opportunities for cross-team working	Translate plans into realistic targets and objectives	Show positive energy even in times of pressure
Lead by example and act as a role model	Respect individual and cultural differences	See things from the members' and customers' perspectives	Understand your strengths and play to them when you can	Understand the impact of your actions on the business	Keep an open mind and think creatively about problems at work
Empower and develop yourself and those around you	Recognise the impact of your behaviour on those around you	Build rapport with members and customers	Seek expertise from outside the team where necessary	Focus on the purpose of your role	Encourage constructive discussion about change
Speak up if you can see a better way to do things	Seek out stakeholders' views where possible	Keep members and customers informed	Ensure all team members have a meaningful part to play	Concentrate on delivering best value	Show your initiative in all that you do