

PERSON SPECIFICATION

Job Title: Media and Communications Officer

Department: RCN Scotland – Communications & Public Affairs

The person specification sets out the essential and desirable criteria required for this role. The selection process will look for evidence that you meet these criteria as well as the core behaviour competencies described further below.







Each criteria is assessed at one or more stage of the process as indicated by a ✓

- AF (application form) - your application needs to address the criteria ticked in this column
- A (assessment) – if you're shortlisted you'll do assessments that test these criteria
- I (interview) – if you're invited to interview you'll be asked questions to assess these criteria

AREA	CRITERIA	AF	A	I
1. Knowledge, training and qualifications	Essential			
	• Knowledge and awareness of communication tools and tactics, including media relations, political influencing and digital communication channels	✓	✓	✓
	• Knowledge of healthcare services and organisations			✓
	Desirable			
	• Educated to degree level or equivalent in a relevant subject area	✓		
2. Experience	Essential			
	• Experience of producing content for different audiences including for media and digital channels	✓	✓	✓
	• Experience of working in a busy team, able to manage competing priorities and delivering to tight deadlines	✓	✓	✓
	• Experience of using digital tools including email software and web content management systems	✓		✓
	• Experience of working in a communications function (e.g. media stakeholder, political or corporate relations)	✓		✓
	• Experience of making a positive contribution to promoting equity, diversity and inclusion			✓

AREA	CRITERIA	AF	A	I
	Desirable			
	• Experience of working for a political, media-oriented or membership organisation or in the health sector	✓		✓
	• Experience of supporting planning and delivery of proactive campaigns to a range of audiences	✓	✓	✓
3. Skills	Essential			
	• Ability to use Microsoft Office Packages including Word, Excel, PowerPoint, outlook, internet and diary software to an intermediate level		✓	
	• Confident and articulate in written and verbal communications, with the ability to collaborate with diverse teams	✓	✓	✓
	• Ability to plan and produce content for a range of audiences and channels including web and social media.	✓	✓	✓
	• Ability to summarise and make complex information understandable to a range of different audiences within challenging time-frames		✓	✓
	• Ability to undertake primary research into unfamiliar topics and use initiative to distil and communicate this information	✓		✓
	• Ability to manage own workload and prioritise in order to deal with competing priorities		✓	✓
	• Ability to show initiative when completing tasks to a high standard and maintain attention to detail	✓	✓	✓
	• Within a team environment be able to share knowledge, learn from feedback, contribute ideas and demonstrate initiative	✓		✓
	• Ability to work in partnership with internal and external stakeholders often in challenging circumstances.	✓		✓
4. Other requirements	Essential			
	• Strong personal commitment to promoting equity, diversity and inclusivity			✓
	• Ability to travel			✓
	• Commitment to continuing professional development	✓		✓

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

Inspire others to greater heights  <p>Be passionate about developing yourself and others and push yourself beyond your comfort zone</p>	Value those around you  <p>Prize diversity and deal fairly and consistently with people while recognising individual differences</p>	Show passion for our services  <p>Have members' and customers' interests at the heart of everything you do and go out of your way to manage & exceed their expectations</p>	Build outstanding relationships  <p>Lead and contribute to your teams success and collaborate with people around you & those beyond your immediate team</p>	Get to the heart of the business  <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>	Stay one step ahead  <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