

Personnel Specification

Administrator with Responsibility for Communications & Social Media

Essential criteria

At the closing date applicants must have:

1. Third level qualification in a relevant discipline such as Marketing, Public Relations or Digital Media and 1 years' proven working experience – (experience must be within the last 3 years) **OR**
A lesser qualification and 2 years' demonstrable experience as an administrator with the responsibility for updating digital communications platforms including website, social media (Facebook, Twitter, Instagram), tick toc, blogs and be able to engage with audiences and update social media content (experience must be within the last 5 years)
2. A demonstrable working knowledge Office 365 packages which must include Outlook, Word, Excel.
3. A sound knowledge of GDPR Data Protection to include all the latest legislation and guidance since the UK left the European Union with a specific emphasis to online marketing.

Desirable criteria

- Hands on experience in content management and all aspects of social media
- Excellent copywriting skills.
- Ability to deliver creative content (text, image, and video)
- Diploma or Certificate in Office 365
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication skills
- Analytical and multitasking skills

For those candidates who meet the essential criteria the following competencies will be assessed through an interview and a range of tasks.

Leadership	
Leads, involves and motivates others. Actively encourages others to work towards a common goal, delegating as appropriate.	
Role model	<ul style="list-style-type: none">• Demonstrates leadership qualities and professional boundaries in all areas of work to inspire• Role models higher order thinking skills
Strategic thinking	<ul style="list-style-type: none">• The ability to think strategically and can deliver succinct presentation of facts, implications and options.• Understand own business area and how this contributes to organisational and governance policies and priorities.

Decision making and problem solving	<ul style="list-style-type: none"> • Consistently projects a confident, controlled and focused attitude at all times, regardless of the situation or demands on own time. • Independently deal with sensitive, charged and time critical situations in a professional and level headed manner.
Change management	<ul style="list-style-type: none"> • Actively encourage ideas from a wide range of sources and stakeholders and use these to inform own thinking.
Social Emotional Intelligence	
<p>Able to recognise and manage own feelings appropriately and in relationships, as well as understanding what other people are feeling. Uses skills needed to handle and influence other people's emotions effectively</p>	
Communication	<ul style="list-style-type: none"> • Uses clear positive communication both within and outside the organisation and at all levels. • Expresses issues and concepts clearly and confidently, verbally and in writing and displays active questioning and listening skills. • Confident and skilful at delivering difficult messages
Interpersonal Skills	<ul style="list-style-type: none"> • Establish partnership working with clear roles and responsibilities. • Demonstrates resilience, perseverance and positivity with stakeholders • Be visible to staff and stakeholders and regularly undertake activities to engage and build trust with people involved in area of work. • Skills in diplomacy and maintaining good working relationships.
Persuading, influencing and negotiating	<ul style="list-style-type: none"> • The ability to communicate effectively with a wide range of stakeholders using a range of persuasive, influencing and negotiating skills. • Proven ability to deal with confidential matters with discretion. • Clarify and negotiate priorities when conflicting demands arise.
Technical Competence	
<p>Demonstrates the knowledge and skill to perform the activities consistently and over time evidencing high quality work and productivity</p>	
Plan and prioritise	<ul style="list-style-type: none"> • Provides clear solutions to problems for action setting • Creates and implements effective plans, to deliver objectives, ensuring priorities are understood and met. • Demonstrable ability to multi-task, work to deadlines and use initiative.
Report writing	<ul style="list-style-type: none"> • Constantly creates reports and documentation which matches the need of the audience/s which is succinct with a clear focus on outcomes, impact and next steps. • Comfortable working with Advanced Excel Features.
IT	<ul style="list-style-type: none"> • Uses a range of IT systems and programmes with efficiency and impact.
Commitment to Excellence	

Constantly strives to improve team performance and achievement for the organisation and within the sector. Provides exceptional service and encourages others to do the same.

Identifies actions for improvements and ways to add value to service provided to the sector.

Approach

- Promote the work of the CEO and play an active part in supporting the organisational values and culture.
- Regularly monitor own work against policy, milestones or targets and act promptly to keep work on track and maintain performance.

Please note

It is the applicant's responsibility to provide enough information for the application to be assessed.

Applicants should be aware that essential criteria listed above will be used for eligibility sift purposes. Should shortlisting be required some or all of the desirable criteria may also be applied.

The interview will be a competency-based interview.

Applications will also be considered from applicants with relevant formal qualifications considered by Early Years to be of equivalent or higher standard to those stated. If you believe your qualifications are equivalent or, higher than, those required, the onus is on you to provide the panel with details of modules studied etc. so that an informed decision can be made.