

Person Specification

Post Title:	Media and Communications Officer		
Directorate:	People and Organisational Development		
Location:	Headquarters		
Grade:	E	Date:	April 2026
NFCC Leadership Framework Level: Leading Yourself			
	Requirements: E = Essential D = Desirable	E/D	Measure (see below)
Knowledge and Experience			
<i>Outstanding Leadership</i>	Experience of working collaboratively as part of a team to achieve team and organisational objectives.	E	3
<i>Service Delivery</i>	Experience of working effectively in a flexible and responsive way, planning your own time and managing workload to ensure that deadlines and timescales are met.	E	1,3
	Good attention to detail and a high degree of accuracy, to deliver outputs for both internal and external customers, such as press releases, posters and collateral for social media campaigns and internal documents and video.	E	1,3
	Experience of researching, gathering and extracting information, images, data or statistics for inclusion in reports, documents or other communications.	E	1
<i>Organisational Effectiveness</i>	Experience of maintaining website content and aesthetics, using a web content management system.	E	1,3
	Experience of using design software such as Adobe InDesign, PremierPro and Photoshop or Canva to deliver items such as screensavers, leaflets, posters and videos.	D	1
<i>Job Specific</i>	Proven experience of the management and creation of both written and verbal communications, which are designed to meet the needs of internal and external stakeholders	E	2
	Proven experience of handling incoming media enquiries, facilitating interviews and providing information using multiple communications channels, for example when dealing with a major incident.	E	1,2
	Experience of using social media in a professional capacity, with experience of creating content.	E	1,3
Equality and Fairness			
<i>Minimum requirement Particular EO requirement for the post</i>	Sound knowledge of and commitment to Equality, Diversity & Inclusion.	E	1,3
<i>This is law and part 7 of the Code of Practice on the English language requirements for public sector workers.</i>	The ability to converse at ease with members of the public and provide advice in accurate spoken English.	E	1,3
Qualifications and Training			
<i>Academic Professional Job related Vocational</i>	Level 2 English or equivalent	E	1
	Level 2 Maths or equivalent	E	1
	Level 4 (or higher) qualification in Communications or a	D	1

	related discipline/experience		
Skills			
<i>Personal Impact</i>	Demonstrates personal credibility and political awareness.	E	1
	Displays ethical standards commensurate with a public sector role and is a positive role model.	E	1,3
<i>Outstanding Leadership</i>	Well-developed communications skills; demonstrates ability to adapt communication style and behaviour according to the needs of the group or individual.	E	1,3
	Takes accountability for own actions and decisions.	E	1
<i>Service Delivery</i>	Ability to balance competing priorities and to meet deadlines.	E	1
<i>Organisational Effectiveness</i>	Produces new ideas, approaches or insights; creates innovative products, or designs, and produces a range of solutions to problems.	E	1
Other			
Must be willing to undertake a criminal record check.		E	4
Ability to travel off-site to undertake duties when required. The post holder will be required to regularly visit a range of locations within Leicestershire.		E	3
Must hold a UK Driving Licence.		E	4

Measures

1 = Application Form

2 = Testing

3 = Interview

4 = Other (e.g.: DBS Check/Certificates)