

**Communication Officer – Person Specification**

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| **Attributes** | **Essential** | **Desirable** | **How Identified** |
| Education and Training | A degree (or equivalent) in Media Studies, Marketing, PR, Biological Science, English or other appropriate discipline. | Evidence of commitment to continuing professional developmentScience communications | InterviewCVApplication form |
| Relevant Experience | 2 years in a similar roleBrand ambassador/champion experienceProfessional social media account managementCampaign managementAdapting messages to different audiencesPress release draftingManaging external PR agency relationships | Website content writingBlog writing | InterviewCVApplication form |
| Special Knowledge and Skills | Excellent verbal and written communication skillsGood listenerEffective organisational skills particularly forward planningGood knowledge of marine conservationGood working knowledge of Microsoft officeSelling skillsExtreme attention to detail Full clean driving license and car owner | Evaluation research experiencePersonal interest in the marine environmentAdept at using marketing/design softwareBudget management | InterviewCVApplication form |
| Personal Qualities | Self-motivated Passionate about marine conservation EnergeticAble to establish a rapport quickly with a wide variety of people ResilienceWorking to tight deadlines |  | InterviewCVApplication form |