PERSON SPECIFICATION

**Post: Communications Apprentice – Level 3**

**Division: Corporate Communications**

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| Personal Attributes Required  (considerations) | Essential (E) or  Desirable (D) | Method of Assess-ment |
| **QUALIFICATIONS/TRAINING**   * English and Maths at Level 2 or equivalent (GCSE 9-4, A\*-C) * Suitable qualification in computer literacy and general understanding of graphic design | E  E | AF/C  AF/I |
| EXPERIENCE   * Some basic knowledge of graphic design and design programmes. * Experience of writing content for different audiences and different platforms. * An understanding of different digital platforms. * Photography and video creativity. | E  E  E  E | AF/I |
| SKILLS/KNOWLEDGE/APTITUDES   * Ability to think and write creatively. * Confident and articulate with good interpersonal and communication skills. * Ability to manage a varied workload. * High degree of computer literacy. * Able to follow clear instructions. * Highly motivated and keen to learn. * Organised and able to meet deadlines. * Good problem solver and team player. | E  E  E  E  E  E  E  E | AF/I |
| SPECIAL REQUIREMENTS   * May require attendance at meetings outside normal hours | D | AF/I |

Key : AF = Application Form, I = Interview, C = Certificate