PERSON SPECIFICATION

**Post: Communications Apprentice – Level 3**

**Division: Corporate Communications**

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| Personal Attributes Required(considerations) | Essential (E) orDesirable (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
 | EE | AF/CAF/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.
 | EEEE | 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.
 | EEEEEEEE | AF/I |
| SPECIAL REQUIREMENTS* May require attendance at meetings outside normal hours
 | D | AF/I |

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