

PERSONNEL SPECIFICATION

JOB TITLE: Member Communications Executive

ESSENTIAL CRITERIA

The following are **ESSENTIAL** criteria which will initially be measured at shortlisting stage although may also be further explored during the interview/selection stage. You should therefore make it clear on your application form whether or not you meet these criteria. Failure to do so may result in you not being shortlisted. The stage in the process when the criteria will be measured is stated below.

Factor	Criteria	Method of Assessment
Experience Qualifications Registration	• A degree or relevant qualification in Communications, Public Relations, Marketing or Business Or • Two years relevant experience • Experience in PR coordination, or communication support • Experience of social media content creation and analytics • Ability to organize meetings, prepare reports and maintain records • Proficiency in Microsoft Office (Word, Excel, Outlook, Powerpoint)	Shortlisting by Application Form
Knowledge Skills Abilities	• Possess excellent communication skills both verbally and written • Strong organisational skills with attention to detail • Professional and confident in engaging with media, stakeholders and members • A proactive, self-motivated approach to work • Strong multitasking and time management • Interest in supporting local and cross-border business initiatives	Shortlisting by Application Form And Interview

DESIRABLE CRITERIA

Desirable criteria will **ONLY** be used where it is necessary to introduce additional job related criteria to ensure files are manageable. You should therefore make it clear on

your application form how you meet these. Failure to do so may result in you not being shortlisted.

Factor	Criteria	Method of Assessment
Other (e.g. Knowledge Skills Abilities)	• Experience in a membership-based or business support organisation • Basic photography or design skills (Canva, Adobe, etc.) • Some knowledge and interest in NW business and economic issues	Shortlisting by Application form And interview