



# Association of the Directors of Public Health

## Person Specification

**Job title:** Communications Manager

	<b>Essential Criteria</b>	<b>Desirable Criteria</b>
<b>Education Qualifications</b>	Degree or equivalent	Training and qualifications in communications
<b>Experience</b>	Demonstrable experience of working in a communications environment, including a press office  Experience of producing engaging content for a range of audiences  Experience of working with stakeholders	Local authority, health or public sector background  National level working  Project management
<b>Skills/Ability/ Knowledge</b>	Excellent communications and interpersonal skills  Political astuteness  Excellent organisational and prioritisation skills  Excellent IT and digital skills  Competent and confident use of social media for professional purposes  Good understanding of the communications environment, including media, digital and marketing	Knowledge of public health  Knowledge of local authority and health organisations
<b>Qualities/ Attributes</b>	Enthusiastic and pro-active – a self-starter  Able to work independently and co-operatively in a team  Flexible in approach  Ability to deliver successfully to deadlines	

	Robust, resilient and confident Credible at all levels and across sectors and agencies	
<b>Other requirements</b>	Willing to be flexible with hours and occasional off-site work	