



# Association of the Directors of Public Health

## Person Specification

**Job title:** Communications and Marketing Manager

	Essential Criteria	Desirable Criteria
<b>Education qualifications</b>	Degree or equivalent experience	Training and qualifications in communications
<b>Experience</b>	<p>Demonstrable experience of working in a communications environment</p> <p>PR activities including developing and disseminating media content and responding to media enquiries</p> <p>Producing engaging content for a range of channels and adapting for different audiences</p> <p>Building strong relationships with stakeholders</p> <p>Briefing spokespeople ahead of media appearances</p>	<p>Local authority, health or public sector background</p> <p>National level working</p> <p>Project management</p>
<b>Skills/Ability/ Knowledge</b>	<p>Excellent written and verbal communications and interpersonal skills</p> <p>Political astuteness</p> <p>Thorough understanding of the communications environment, including media, digital and marketing</p> <p>Excellent organisational and prioritisation skills – delivering successfully to deadlines</p> <p>Excellent IT and digital skills including Microsoft 365, website maintenance, Adobe and Canva</p> <p>Competent and confident use of social media for professional purposes</p>	<p>Knowledge of public health</p> <p>Knowledge of local authority and health organisations</p>
<b>Qualities/ Attributes</b>	<p>Enthusiastic and pro-active – a self-starter - able to work independently and co-operatively in a team</p> <p>Flexible in approach – adapting to changing circumstances</p> <p>Robust, resilient and confident - credible across sectors and agencies</p>	
<b>Other requirements</b>	Willing to be flexible with hours and occasional off-site work	