

Sheffield City Trust

Person Specification



Job Title: Press Relations Officer

Selection Criteria:

CRITERIA	STANDARD	ESSENTIAL/ DESIRABLE	MEASURED BY
Qualifications	Educated to advanced level which demonstrates a high level of literacy	Essential	Application
	A positive attitude towards professional development	Essential	Application/Interview
	Hold a relevant professional qualification in PR	Desirable	Application
Work Experience	Experience of working with the press and managing media enquiries and interview requests	Essential	Application/Interview
	Experience of social media content management	Essential	Interview
	Experience of planning and implementing integrated communications campaigns	Desirable	Interview
	Experience of web content management	Desirable	Interview
	Experience of copy writing, editing and proof reading	Essential	Interview
Knowledge	Adept at writing engaging content across a variety of mediums including press releases, newsletters, blogs and social media content	Essential	Application and written test at interview
	Able to research and produce quality case studies	Essential	Application/Interview

Skills	Excellent written and verbal communication/presentation skills	Essential	Application/Interview
	Approachable and quickly able to build and manage effective relationships with a variety of stakeholders and partners	Essential	Interview
	An agile and creative thinker, someone who understands that in developing new initiatives, plans change quickly. You must be comfortable with this and able to thrive on it	Desirable	Interview
	Meticulous attention to detail and able to influence in a cross-functional team environment	Essential	Interview