



Peacehaven Town Council

Public Relations Officer – Personal Specification

Key Criteria	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Educated to degree or diploma level in a relevant subject, e.g., marketing, PR, business, or equivalent work experience. 	<ul style="list-style-type: none"> • A recognised professional qualification in marketing and/or communications.
Experience	<ul style="list-style-type: none"> • Public Relations, marketing and communication experience • A knowledge of and an interest in the methods organisations use to promote themselves through social media • Photo and video editing experience. • Proven experience of working with a range of public and private sector partner organisations and of building and maintaining relationships. • Ability to manage the day-to-day handling of all social media channels such as Facebook, Instagram, LinkedIn, Twitter, adapting content to different channels and audiences. • Experience of working in an environment with high standards of governance and accountability. • Customer service experience. • Proven experience of website management, maintenance, and development, and in-depth knowledge of Wordpress. • Proven experience of writing marketing literature for both digital and print. 	<ul style="list-style-type: none"> • Proven experience of marketing and communications. • Flexibility on using different software platforms and driving web design updates.
Skills & Abilities	<ul style="list-style-type: none"> • Excellent written and verbal communication skills with a particular focus on attention to detail and accuracy. • Proof-reading and editing skills • Highly organised with the ability to manage multiple projects in a timely manner. • Strong team player able to demonstrate initiative. • Strong IT skills, particularly in the use of Microsoft Office. 	
Other Attributes	<ul style="list-style-type: none"> • Flexibility to work standard business hours when required. • Attendance at Civic & Community Events Committee meetings as well as Annual Council Meeting. • Awareness of public sector ethos and ethics 	