



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 	