



THE PERSON

Corporate Communications Manager – Marketing

Criteria	Essential / Desirable	Method of Assessment
Qualification		
CIM (Chartered Institute of Marketing) Diploma or Certificate and/or degree or professional qualification in public relations or equivalent.	E	
Excellent communication and 'people' skills and ability to work as a team leader as well as team player	E	
Proven track record in managing successful marketing and communications campaigns which have delivered against objectives.	E	
Proven track record in client-side, relationship management with external marketing communication agencies and internal and external stakeholders.	E	
Excellent writing skills and a proven track record in developing content across a range of mediums. Ability to translate complex and specialist documents into compelling and accessible content. Versatile writing style which can create a range of copy styles through to media releases and staff communications in plain English.	E	
Ability to deal with sensitive issues and brief in to internal external audiences, including the media, partners, PFCC and political stakeholders as required.	E	
Experienced in a range of IT software packages (including Canva, In Design and website CMS and media editing software. Ability to self-learn new technologies as required.	E	
Excellent time-management skills and the ability to work on more than one project at a time.	E	
CIPR Diploma or Certificate	D	

Person Specification

Experience of using Content Management Systems	D	
Knowledge & Experience		
Significant experience in marketing or comparable communications experience.	E	
Experience of producing advertising copy, media releases and PR materials, often to tight deadlines.	E	
A sound understanding of the Local Authority Publicity Code of Practice of, Data Protection, Human Rights, Freedom of Information and legislation relating to publicity involving children and young people.	E	
Sound understanding of current marketing/media practices and a good understanding of the workings of local authorities and public services in general.	E	
Experience of managing a diverse group of staff to ensure effective service delivery.	D	
Experience of managing changing priorities and situations.	E	
Experience of planning the use of resources and contributing to financial decisions.	E	
An understanding of the Fire and Rescue Service and working with Trade Unions.	D	
Skills & Abilities		
Highly developed written and oral communications skills in order to liaise with people at all levels internally and externally.	E	
Project management skills with the ability to work on own initiative, accurately to tight deadlines, and to prioritise between conflicting demands.	E	
Good organisational skills and initiative to manage own workloads with minimal supervision ensuring deadlines are met.	E	
Ability to respond to changing priorities and emerging issues and to take responsibility for delivering the required outcomes and meeting tight deadlines.	E	
Highly developed interpersonal skills in order to develop and maintain effective working relationships	E	

Person Specification

with staff throughout the Service and representatives from external organisations/stakeholders, ensuring high standards of customer care at all times.		
Excellent written, verbal and presentation skills including the ability to produce and share complex information.	E	
Able to analyse and interpret data and information to support decision making.	E	
Excellent level of interpersonal and negotiation skills, able to communicate professionally and tactfully to build constructive relationships.	E	
Can effectively balance own work, priorities and deadlines against managing team(s).	E	
Able to identify the need to change and successfully lead teams through periods of change.	E	
Able to use professional judgement and diplomacy to make decisions.	E	
Other		
UK driving licence	E	Application Form
Willingness to work flexibly.	E	Application Form
Committed to safeguarding and promoting the welfare of children, young people and vulnerable adults.	E	Application Form
Contribute to a positive working environment ensuring commitment to equality and diversity.	E	Application Form